

NBC

TRADE NEWS

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April 1, 1954

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COMEDY-AND-MUSIC 'SATURDAY NIGHT REVUE' WITH EDDIE ALBERT,  
ALAN YOUNG AND BEN BLUE TO START JUNE 12 ON NBC-TV

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Program to Showcase New Comedy Talent

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THE SATURDAY NIGHT REVUE, a 90-minute light comedy and music revue starring Eddie Albert as emcee, will be presented on the NBC-TV network as a Summer program in the time period of "Your Show of Shows" beginning June 12 (9 to 10:30 p.m., EDT).

Two outstanding comedians, Alan Young and Ben Blue, will be featured as the comedy stars of the new series, with each appearing on alternate Saturdays.

The Summer series will provide a showcase for new comedy talent. Young professionals with experience in other phases of entertainment and who show great promise will be presented on "Saturday Night Revue," much as last Summer when this series, then emceed by Hoagy Carmichael, brought to national attention such outstanding comics as George Gobel, Paul Gilbert and Helen Halpin.

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Ernie Glucksman, who produces the Donald O'Connor and Martin and Lewis programs on NBC-TV's "Colgate Comedy Hour," will supervise the production of the summer revue, which will originate in NBC's Television Center in Burbank, Calif.

As emcee of program, Eddie Albert will introduce the acts, perform in comedy sketches with Blue and Young, and will sing in his own special style. Rounding out the programs will be appearances by guest singers and dancers.

Albert has gained national fame for his sensitive performances in many motion pictures, such as "Roman Holiday," and for his outstanding work in television. Last season he conducted an intimate-type variety program over NBC-TV, called "Nothing But the Best."

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NBC-New York, 4/1/54





NOTED EDITORS AND WRITERS TO SUPPLEMENT  
TOP NBC ANALYSTS ON 'HEART OF THE NEWS'

Prominent journalists will supplement top NBC news analysts on HEART OF THE NEWS (NBC Radio, Monday through Friday, 10:15-10:30 p.m., EST), the recently-launched program designed to give listeners an interpretive glimpse behind the headlines.

Those already signed are: Malcolm Johnson, Pulitzer prize winner for his work in exposing the New York City waterfront rackets, now on the staff of INS; Harry F. Kern, senior international editor of Newsweek; Kenneth Crawford, senior national editor of Newsweek; George K.W. Boehm, science editor of Newsweek; Peter French, assistant managing editor of Business Week, and Dr. Howard Whidden, foreign editor of Business Week.

Others will be announced soon.

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WTTV WILL BECOME NBC-TV'S PRIMARY OUTLET FOR  
BLOOMINGTON-INDIANAPOLIS TERRE HAUTE MARKETS

Station WTTV, operating with full 100,000-watt power from re-located transmitter facilities, will become NBC-TV's primary outlet for the Bloomington-Indianapolis-Terre Haute (Ind.) markets effective July 1, Harry Bannister, NBC Vice President in charge of Station Relations, announced today. At the same time, Bannister announced termination of the network's affiliation with WFBM-TV, Indianapolis, effective the same date.

Transmitting from its new 1,000-foot tower at Cloverdale, Ind., Station WTTV offers excellent coverage of the Bloomington-Indianapolis-Terre Haute area. The station recently switched its operation from Channel 10 to Channel 4.

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## COLOR TELEVISION NEWS

'YOUTH WANTS TO KNOW' WILL BE COLORCAST APRIL 11 WITH  
LEONARD HALL, REPUBLICAN COMMITTEE HEAD, AS GUEST

YOUTH WANTS TO KNOW will present its first telecast in color Sunday, April 11 (NBC-TV, 1 p.m., EST), when Leonard W. Hall, chairman of the Republican National Committee, will be questioned by teenagers from the New York City area. The panel program will be heard on NBC Radio Network, except WNBC, at 2:30 p.m., EST, and on WNBC only at the same time as the telecast -- 1 p.m., EST.

Theodore Granik's youth discussion program will originate in NBC's Colonial Theatre, the world's first fully-equipped color studio, in New York. It will be available on the nation's existing sets in high quality black and white.

The now famous interview program, which has been praised by educators in many parts of the country, started in September, 1951, with Theodore Granik as producer. Each week, Granik invites an outstanding leader in government, education, business, the arts, or sports to appear on the program and reply to spontaneous questions from about 50 teen-age students who are selected under the auspices of the American Legion.

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NBC-New York, 4/1/54





SPONSORS OF 'COMEDY HOUR' AND 'LORENZO JONES' BEGIN  
SEARCH FOR MOST BEAUTIFUL U.S. SCHOOLGIRL

A search for America's most beautiful schoolgirl starts today, Thursday (April 1), and will continue through June 15. Details of the contest will be given on NBC-TV's COLGATE COMEDY HOUR and NBC Radio's LORENZO JONES.

The six loveliest girls, as judged from their photographs, will receive a trip to New York, a \$1,000 wardrobe and an appearance on a coast-to-coast television show. The winner will receive \$1,000 in cash and a host of gifts.

Entrants must be students between the ages of 15 and 23 at an accredited high school, college, university, private, public, parochial or business school in continental United States, Canada, Hawaii or Alaska. The girls may enter the contest themselves, or their photos can be submitted by parents, relatives or friends.

The schoolgirl beauty contest is sponsored by the Colgate-Palmolive Company in the interest of Palmolive Soap and entry blanks may be obtained from retail stores.

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H-BOMB FILM SHOWN SEVERAL TIMES ON NBC-TV

The Atomic Energy Commission film of the first H-bomb test was presented in full on the NBC-TV TODAY program this morning (Thursday, April 1) and was scheduled to be repeated at the following times during the day:

Network {including WNBT):	12:30-1:00 p.m., EST;
Network {except WNBT):	7:00-7:30 p.m., EST;
Network {except WNBT):	11:15-11:45 p.m., EST;
WNBT Only:	12:30-1:00 a.m., EST.

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NBC-New York, 4/1/54







SPOT SALES

# News

OK

## PAUL EVANS JOINS NBC CHICAGO SPOT SALES STAFF

Paul B. Evans has joined NBC Spot Sales in Chicago as a radio sales account executive. || Announcement of the appointment was made today by Robert H. Flanigan, radio manager of the network's Spot Sales in Chicago.

Evans was formerly with the Paul H. Raymer Company and Town and Country Magazine.

He is a resident of River Forest, Ill. He was graduated from Northwestern University in the class of '43, and served in the Army as ski trooper.

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NBC-New York, 4/1/54



JINX STEPS OUT OF A COMMERCIAL WHEN HOST  
RALPH EDWARDS SAYS 'THIS IS YOUR LIFE'

Jinx Falkenburg of the noted "Tex and Jinx" show of WNBT, New York, and a frequently featured personality on the NBC-TV network, found herself the principal subject of the network's THIS IS YOUR LIFE program on Wednesday, March 31 (10 p.m., EST).

Miss Falkenburg, also famous as a magazine cover girl and professional model, opened the program with a commercial for Hazel Bishop lipstick. Host Ralph Edwards thanked her for her participation and startled her by adding: "Hold on a minute. This is your life, Jinx Falkenburg."

Edwards told the story of her life as a model, a sports world figure, and of her romance during World War II which culminated in her marriage to Tex McCrary, then a member of the Army Air Force.

On hand to help re-create her life were her mother, her husband, her two sons, actor Pat O'Brien, photographer Paul Hesse, actress Anita Colby and several other close friends.

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NBC-New York, 4/1/54





# NBC

## TRADE NEWS

Not to be published prior to  
Monday morning, April 5, 1954

sent release

### GENERAL SARNOFF ANNOUNCES RETIREMENT OF MAESTRO TOSCANINI; MAKES PUBLIC EXCHANGE OF LETTERS

Following last night's final radio concert of the NBC Symphony Orchestra's Winter season, under the baton of Maestro Arturo Toscanini, Brig. General David Sarnoff, Chairman of the Boards of the RCA and the NBC, announced the retirement of Maestro Toscanini.

General Sarnoff made public an exchange of letters between the Maestro and himself. (Copies of these letters, dated March 25 and March 29, 1954, are attached hereto.)

The NBC announced that, as in the past, it will broadcast over its Radio Network a Spring season of concerts by the NBC Summer Symphony Orchestra, beginning Sunday, April 11, 1954.

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NBC-New York





Riverdale-On-Hudson  
New York

March 25, 1954

My very dear David:

At this season of the year seventeen years ago you sent me an invitation to become the Musical Director of an orchestra to be created especially for me for the purpose of broadcasting symphonic music throughout the United States.

You will remember how reluctant I was to accept your invitation because I felt at that time that I was too old to start a new venture. However, you persuaded me and all of my doubts were dispelled as soon as I began rehearsing for the first broadcast of Christmas night in 1937 with the group of fine musicians whom you had chosen.

Year after year it has been a joy for me to know that the music played by the NBC Symphony Orchestra has been acclaimed by the vast radio audiences all over the United States and abroad.

And now the sad time has come when I must reluctantly lay aside my baton and say goodbye to my orchestra, and in leaving I want you to know that I shall carry with me rich memories of these years of music making and heartfelt gratitude to you and the National Broadcasting Company for having made them possible.

I know that I can rely on you to express to everyone at the National Broadcasting Company who has worked with me all these years my cordial and sincere thanks.

Your friend,

*Arthur T. Miller*

Brig. General David Sarnoff  
Chairman of the Board  
RADIO CORPORATION OF AMERICA  
30 Rockefeller Plaza  
New York 20, New York





**RADIO CORPORATION OF AMERICA**

**RCA BUILDING**

**30 ROCKEFELLER PLAZA**

**NEW YORK 20, N. Y.**



**DAVID SARNOFF**  
CHAIRMAN OF THE BOARD

March 29, 1954

Maestro Arturo Toscanini  
Riverdale-on-Hudson  
New York, New York

Dear Maestro:

Your letter, significantly written on your Birthday, touched me deeply. I realize that after more than sixty-five years of absolute dedication to the art of music you have fully earned the right to lay down your baton. Yet I am saddened, along with millions of people in America, indeed all over the civilized world, at the thought that we shall no longer be privileged to look forward to your broadcasts and concerts which for so many years ennobled our lives. That you have made your decision at a time that finds you at the very height of your artistic powers only adds poignancy to our deprivation.

As you know, my own life has been chiefly devoted to the development of instruments of communication. But, however important these may be, they are at best only instrumentalities. Their function is only to transmit. In the final analysis they will be judged by what they transmit.

For the last seventeen years radio, television and the phonograph have done their best to transmit with the utmost fidelity your self-effacing, incomparable re-creations of the great music of the past and present. And those of us who have striven to perfect these instruments feel in the highest degree rewarded for our labors. Happily, these instruments have recorded and preserved for us, and for posterity, the great music you have interpreted so faithfully and magnificently.





Maestro Arturo Toscanini

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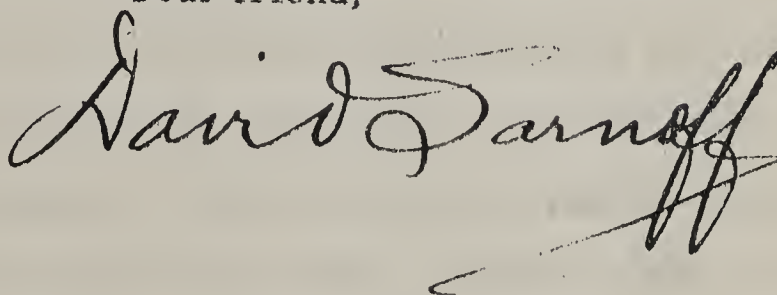
March 29, 1954

During these seventeen years of our intimate and happy association, I have learned from you much that is as vital in industry as it is in music. Your attitude towards your art and especially that human instrument - the orchestra - which realized your musical ideals, became an inspiration to me from the very first time I watched you at work. You proved so convincingly that in striving to attain perfection, the leader who seeks to obtain the maximum from those he leads, must demand the utmost not only from them but also from himself.

I know, dear Maestro, you will carry with you the love and gratitude of your many friends and the great multitude, unknown to you, whose lives you have enriched.

May God bless you and keep you.

Your friend,

A handwritten signature in cursive script, reading "David Sarnoff". The signature is written in dark ink and is positioned below the typed name "Your friend,". The signature is fluid and somewhat stylized, with a long horizontal stroke at the end.



# NBC BIOGRAPHY

ARTURO TOSCANINI

by

Leonard Meyers

For almost 68 years Arturo Toscanini's life has been devoted to the cause of music. From the time of his first appearance on June 25, 1886 in Rio de Janeiro, until his final concert with the NBC Symphony Orchestra on April 4, 1954 there has been one purpose in his life -- to perform music to the best of his ability. This act of dedication is the key both to Toscanini's music and his character.

Extravagant praise over the years has left him untouched. Even for his last concert he restudied the music and conducted it as though it were a first performance. His modesty in approaching the great composers, his enthusiasm for hard work, coupled with his own inspiration, have made Toscanini the preeminent musician of our time.

He has become a living legend, a symbol of the best in music. His fortitude and courage as a man have inspired as much admiration the world over as his accomplishments in the art of music.

Arturo Toscanini was born in Parma, Italy, on March 25, 1867, the son of tailors. In his youthful days one of his great ambitions was to draw the patterns on the cloth which was to be cut for clothes. Although his parents were fine craftsmen, they were not well off financially. His father, Claudio Toscanini, had been a follower of

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## 2 - Arturo Toscanini Biography

Garibaldi in his crusades to liberate Italy. Young Arturo, learning from his father, was early impressed with the ideals of democracy, ideals which he has defended all his life.

In school he often was the center of minor storms because the other boys dubbed him "genius," a word he still abhors when applied to himself. The youth, who used to sell his food to buy scores of music he liked but could not afford, was graduated from the Parma Conservatory in Italy on July 14, 1885 "Con Lode Distinta" (with distinguished praise).

After leaving the conservatory, the young Toscanini, an expert cellist, took engagements with orchestras. Some youthful compositions are all he has produced as a composer, and he takes great pains to see that they remain hidden.

A job as cellist for a touring opera company bound for South America was the turning point of his career. He was also assistant choral director of the company, and had many occasions to work with the singers. He had taken the job to help his family, then in need of money.

Early in the Summer of 1886, when the company was in Rio de Janeiro the conductor, Miguez, a Brazilian, fell out with the Italian singers and would not conduct. There was great excitement before the performance of "Aida," and the Italian conductor Superti assumed direction. He was hissed off the stage, as was Venturi, the chorus master who subsequently tried to direct. Young Toscanini arrived late, after reconsidering his plan to play truant that evening. He was grateful for the turmoil as he slipped unnoticed into his place. When the performance was about to be cancelled, the women of the chorus were hysterical, fearing they would be stranded penniless in South America.

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### 3 - Arturo Toscanini Biography

Some of the singers pointed to Toscanini and shouted, "He will save us! He knows all the operas by heart!" Amid shouting and jeering from the audience, the young cellist leaped to the podium. He started the performance, having opened the score to the first page of Verdi's "Aida." After the final notes were sung and played, his book was still open to page one. The audience was thrilled and gave Toscanini an overwhelming ovation. That was June 25, 1886. He conducted many other performances there in the next several weeks.

On his return to Italy in the Fall, Toscanini made no attempt to capitalize on his great feat. He returned quietly to the cellist's place and waited to be called again. But the singers of the company were not as modest as the young Toscanini. They spread word of his talent all over Italy. Engagements with small opera companies became quite frequent.

Later that year, Toscanini was invited to conduct a performance of Catalani's new opera "Edmea." This was a great success, and was also the beginning of a strong friendship between Toscanini and Catalani. Two of the leading characters of another Catalani opera, "La Wally," supplied names for two of Toscanini's children, Wally and Walter.

For the world premiere of Verdi's masterpiece "Otello," Toscanini returned to the cellist's chair. During rehearsals he met Verdi for the first time. His admiration for Verdi the man, and Verdi the composer, has been a guiding light of his career.

On May 21, 1892 Toscanini conducted the world premiere performance of Leoncavallo's opera "Pagliacci." On Dec. 22, 1895, he introduced Wagner's "Götterdämmerung" to Italy. The same season he di-

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rected the world premiere of "La Boheme" on Feb. 1, 1896. Praise rang out on all sides, but did not affect the young musician. His ability to learn operas in a few days and to conduct them from memory astounded the public and critics.

Word of the "Gotterdammerung" success reached New York and people here began to learn of this amazing conductor. At this time, too, he was conducting symphonic concerts as well as opera. The year 1896 had also marked his first appearance at La Scala in concerts. For over 30 years Toscanini was the leading light of the great La Scala Opera House in Milan for both symphony concerts and opera performances. On Dec. 26, 1898 he directed "Die Meistersinger" at La Scala, his first opera performance there.

Many premiere performances of operas and symphonic works are milestones in his great career.

On April 14, 1903 Toscanini walked out of a La Scala performance of "Un Ballo in Maschera" after the second act. The audience had given the tenor, Zenatello, a prolonged ovation, demanding an encore. This demonstration was actually an outburst against Toscanini for his long refusal to permit encores. He left Italy for South America the next day, and it was several years before he returned to La Scala for opera performances.

A new chapter in his life was opened when he came to the United States in 1908 and conducted his first Metropolitan Opera performance on Nov. 16. Toscanini remained at the Metropolitan for seven seasons. During this time he conducted what musicians consider some

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## 5 - Arturo Toscanini Biography

of the most memorable performances of opera ever given in this country. He left in 1915 due to a disagreement still unexplained, never to return to that opera house.

In 1921, he returned to the United States with the La Scala orchestra and toured the country. In 1925 he was offered the post of director of the New York Philharmonic-Symphony Orchestra. He remained with that organization from 1926 to 1936, achieving as great fame throughout this country in symphonic concerts as he had in opera.

Although he had thought of retiring in 1936, he was induced the following year by Brig. General David Sarnoff and Samuel Chotzinoff to return to the United States as director of the newly-formed NBC Symphony Orchestra. This orchestra was formed especially for him.

The first Toscanini concert with the NBC Symphony Orchestra took place on Christmas night, 1937. Except for one year when he was on leave (1941-42), and conducted only five Treasury concerts for Bond sales, he was regular director of the orchestra since that time. His broadcast concerts with this orchestra, according to music critics were among the most exciting musical events in America. As conductor of this now world-renowned orchestra, Toscanini offered outstanding symphonic concerts as well as opera performances.

During World War II Toscanini directed the orchestra in many other War Bond concerts, raising vast sums of money. He conducted also for the Red Cross. Although he had refused \$250,000 to make a single film for Hollywood, he worked free for the U.S. government in making the film "Hymn of the Nations" in 1944.

Toscanini's concert presentations of complete operas with the NBC Symphony Orchestra have included Beethoven's "Fidelio,"

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the first newspaper publication of the year 1800 in this country  
and in 1801 was the first newspaper published in New York  
and in that year...

In 1801, it appeared in the first issue of the New York  
and in 1802 it was the first newspaper published in New York  
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## 6 - Arturo Toscanini Biography

(December, 1944), Puccini's "La Boheme" (February 1946), Verdi's "La Traviata" (December, 1946), "Otello" (December, 1947), "Aida" (March, 1949), "Falstaff" (April, 1950) and "Un Ballo in Maschera" (January, 1954).

At the age of 83 Toscanini also embarked on a coast-to-coast tour of the United States, covering 20 cities. This brought him for the first time face to face with thousands who had previously enjoyed his music over the air or through recordings (April-May, 1950).

In the Fall of 1950, when Toscanini had to cancel some of his scheduled concerts with the NBC Symphony Orchestra because of a knee injury, some music lovers feared he might not conduct again. He did return to the podium, however, on Jan. 27, 1951 to honor the memory of Verdi by conducting the composer's "Requiem" 50 years after Verdi's death. For the subsequent broadcasts of that Spring season, Toscanini forbade any regular audience. There were, however, several hundred invited guests at each broadcast but they were not permitted to applaud at the end of the concert. After three of these concerts, Toscanini's knee injury forced him to cancel the two remaining scheduled performances of that season. As he walked off the stage, head bowed, the audience wept. Was this the end of so glorious a career?

The answer came the following Fall when Toscanini returned to the NBC podium and reached new heights of musical performance with his orchestra. The death of his wife Carla in Italy during the Summer had saddened him. But his great vitality proved too strong to be ebbd away in regret.

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## 7 - Arturo Toscanini Biography

Although he had been conducting concerts at La Scala for several years, he had refused other offers to conduct except at NBC. However, when he heard the Philharmonia Orchestra of London on tour in Italy, he was intrigued and agreed to conduct in London in the Fall of 1952.

On the podium, Toscanini has been an absolute dictator, accepting nothing less than perfection. Moreover, he worked with his orchestra for spiritual expression and artistic completeness as well. Though dictatorial himself on the podium, he is uncompromising in his refusal to accept political dictatorship.

This was the man who had been physically attacked on the streets of Bologna, Italy, in 1931 for his refusal to play the Fascist hymn.

He left Bayreuth, where he had directed the Wagner Festivals, because of Hitler. Later he left Salzburg for the same reason. In 1936 he went to Palestine to help start the Palestine Symphony Orchestra.

Stories are legion about his temperament, his lusty humor, his fabulous memory and amazing vitality. It is now sometimes difficult to distinguish between the true stories and the apocryphal. But nothing has been more amazing than the spectacle of this octogenarian at the peak of his powers --- powers which most music lovers agree have rarely been equaled.

Although he has conducted for almost 68 years, Toscanini is as modest about his position as he was when, at 19, he took up the baton of a touring company with no advance notice or preparation. This man whose name has made musical history always has shied away from the spotlight. In an almost naive fashion he once asked, "Why can't they leave me alone and just let me conduct?"

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NBC-New York, April 4, 1954



After the war, the country continued to grow.

The country was still a frontier, and the people were still pioneers.

The country was still a frontier, and the people were still pioneers.

The country was still a frontier, and the people were still pioneers.

On the other hand, the country was still a frontier.

The country was still a frontier, and the people were still pioneers.

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The country was still a frontier, and the people were still pioneers.

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# NBC

## TRADE NEWS

*send us/late*

April 2, 1954

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NBC-TV SWEEPS FIELD WITH FOUR OUT OF FIVE TOP  
AWARDS AT OHIO STATE UNIV. EXHIBITION;  
NBC RADIO WINS TWO FIRST HONORS

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FOR RELEASE MONDAY, APRIL 5

Four of the five First Awards for network television programs went to NBC-TV today (April 5) at the 18th American Exhibition of Educational Radio and Television Programs held under auspices of Ohio State University. The NBC Radio network took two First Awards, and "Firsts" also went to three NBC-TV affiliates and one NBC Radio affiliate.

The exhibition is held in conjunction with the University's annual Institute for Education by Radio-Television, which will meet April 7-10 in Columbus.

The NBC-TV First Award winners were:

FRONTIERS OF FAITH, religious program presented in cooperation with the nation's three major faith groups. Winner in the "special interest group" category.

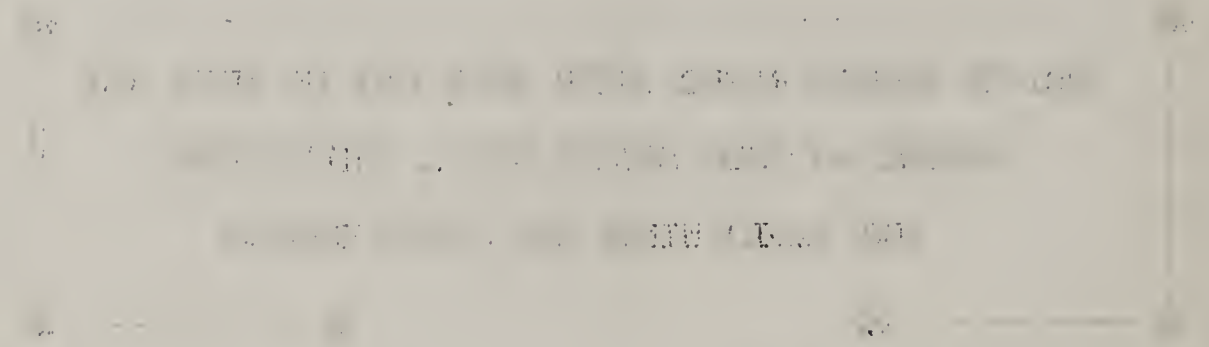
HALLMARK HALL OF FAME, dramatic program sponsored by Hall Brothers, Inc. Winner in the "cultural" category.

AMERICAN FORUM OF THE AIR, discussion program. Winner in the "dealing with basic freedoms" class.

MR. WIZARD, science program. Winner in the "programs for children and youth out-of-school listening" class.

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Part 11 - 11.1



11.1.1.1

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## 2 - Ohio State Awards

Three NBC-TV programs won Honorable Mentions, and one a Special Award. Honorable Mentions went to CONVERSATIONS, the network's series of filmed visits with distinguished persons of our time ("cultural" category); YOUTH WANTS TO KNOW, discussion program for young people ("public affairs" category), and EXCURSION, program for young people presented by the Ford Foundation's TV-Radio Workshop ("programs for children and youth out-of-school listening" category). A Special Award went to "Ding Dong School," the nursery school program, in the latter category.

The NBC Radio network took two First Awards: They were:

THE CHALLENGE OF OUR PRISONS, special series on penology. Winners in the "dealing with personal and social problems" category.

PEACE ON EARTH, a special broadcast presented in co-operation with United Nations Radio. Winner in the "special one-time broadcasts" category.

One NBC Radio network program received an Honorable Mention, and one a Special Award. The NBC LECTURE HALL, a series featuring talks by distinguished persons in various fields, won an Honorable Mention in the "cultural" category. "Eternal Light," produced by NBC in cooperation with the Jewish Theological Seminary of America, won a Special Award in the "special interest groups" class.

### AWARDS TO AFFILIATES

Three NBC-TV affiliates won First Awards for television programs presented by local stations. They are WOI-TV, Ames, Iowa, for "The Long Voyage" ("cultural" category); WNBQ-TV, Chicago, for "The Independent Mr. Jefferson" ("dealing with basic freedoms" class);

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There have been numerous other programs, and one of the most popular is "The Tonight Show". This show is a variety show that features comedy, music, and interviews with celebrities. It is hosted by Jay Leno and is one of the most watched shows on television. Other popular shows include "The Late Show with David Letterman", "The Ellen DeGeneres Show", and "The Oprah Winfrey Show". These shows are all part of the "talk show" genre, which is a staple of American television.

THE NEW YORK TIMES has been a leading voice in the media world for many years. It is a daily newspaper that is known for its in-depth reporting and analysis. The paper has won many awards for its journalism and is considered one of the most influential newspapers in the world.

There are many other newspapers and magazines in the United States, each with its own focus and audience. For example, "The Wall Street Journal" is a business newspaper, while "Time" and "Newsweek" are general interest magazines. The media landscape is constantly changing, with new technologies and platforms emerging all the time. This has led to a more diverse and competitive media environment than ever before.

### THE MEDIA LANDSCAPE

The media landscape in the United States is a complex and ever-changing one. It includes a wide range of media outlets, from traditional newspapers and magazines to digital platforms like social media and streaming services. Each outlet has its own strengths and weaknesses, and they all play a role in shaping public opinion and informing the citizenry.



### 3 - Ohio State Awards

and WNBW, Washington, D.C., for "District of Columbia Public School Series" ("school telecasts" category). There were also two Honorable Mentions and one Special Award to NBC-TV affiliates. The Honorable Mentions went to WOI-TV, Ames, Iowa, for "Eins, Zwei, Drei" ("programs for children and youth out-of-school-listening" category), and to WPTZ, Philadelphia, for "Museum Piece" ("school telecasts" category). The Special Award went to WBZ-TV, Boston, for "This Is Your City" ("public affairs" class).

A First Award went to one NBC Radio affiliate, KGW, Portland, Ore., for "Opinion Unlimited" ("public affairs" category). Three Honorable Mentions and two Special Awards also went to NBC Radio affiliates. The Honorable Mentions went to WIS, Columbia, S.C., for "Church World News," presented in cooperation with United Lutheran Church in America ("public affairs" class); KGW, Portland, Ore., for "Portland City Council" ("dealing with basic freedoms" class); WNBC, New York, for "The Ezio Pinza Show" ("children and youth" category). Special Awards went to KOMO, Seattle, Wash., for "World Affairs Forum" ("public affairs" category), and to WMAQ and WMAQ-FM, Chicago, for "New Dimensions" ("unclassified" program category).

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NBC-New York, 4/2/54



SIXTEEN NBC PROGRAMS AND PERSONALITIES WIN AWARDS  
IN RADIO-TV MIRROR MAGAZINE AUDIENCE POLL

FOR RELEASE WEDNESDAY, APRIL 7

Sixteen NBC radio and television shows and personalities were winners of awards in the seventh annual poll of radio and television audiences conducted by Radio-TV Mirror Magazine. The 1953-54 polls named the following shows or personalities in the stated categories:

ROY ROGERS, favorite radio Western star;  
ROY ROGERS SHOW, favorite radio Western show;  
RALPH EDWARDS, favorite radio quizmaster;  
BOB HOPE, favorite radio comedian;  
BREAK THE BANK, favorite radio quiz show;  
THE RAILROAD HOUR, favorite radio musical show;  
DINAH SHORE, favorite radio female singer;  
COLGATE COMEDY HOUR, favorite TV comedy show;  
JOHN CAMERON SWAYZE (of "Camel News Caravan"), favorite TV news commentator;  
LORETTA YOUNG (of "Loretta Young Show") favorite TV dramatic actress;  
KATE SMITH HOUR, favorite TV women's show;  
JACK WEBB (of "Dragnet"), favorite TV dramatic actor;  
DRAGNET, favorite TV mystery show;  
KUKLA, FRAN AND OLLIE, favorite TV children's show;  
TED MACK'S ORIGINAL AMATEUR HOUR, favorite TV talent audition show;  
MARTHA RAYE (of "Martha Raye Show") favorite TV comedienne.

The results of the poll were announced in the current (May) issue of the magazine.

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NBC-New York, 4/2/54

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'FIBBER McGEE AND MOLLY' TO REMAIN ON AIR THROUGH SUMMER,  
MARKING FIRST TIME SERIES IS A YEAR-'ROUND FEATURE

For the first time in their radio career, Jim and Marian Jordan, who portray the lovable FIBBER McGEE AND MOLLY (NBC Radio, Monday through Friday, 10 p.m., EST) will remain on the air through the Summer.

The current quarter-hour version of the domestic comedy series will include 260 shows in a year's time instead of the term's customary 35 shows. The new format, inaugurated in October of '53 which presents the pair without a studio audience, studio laughter or applause. The program now has the third highest multi-weekly rating of any nighttime radio show.

The supporting cast includes Arthur Q. Bryan as Doc Gamble and Bill Thompson as the Old Timer. Max Hutto produces and directs the program which is written by Phil Leslie, Len Levinson and Ralph Goodman. The series originates in Hollywood.

"Fibber McGee and Molly" first went on the air in April, 1935.

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NBC'S BARRY WOOD ADDRESSES PUBLIC RELATIONS GROUP  
ON POTENTIALITIES OF COLOR TELEVISION

Barry Wood NBC's executive producer in charge of color coordination, will discuss the potentialities of color television as a public relations vehicle before the American Public Relations Association in the Hotel Biltmore in New York, Tuesday, April 6.

Wood's address is part of a symposium on the public relations potential of new developments in projection media. The occasion is the association's 10th anniversary convention. The symposium is scheduled for 9:30 a.m.

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NBC RADIO NETWORK TO OPERATE ON D.S.T.

Beginning Sunday, April 25, and continuing through Saturday, Sept. 25, the NBC Radio Network will operate on Daylight Savings Time.

As has been customary in previous years, the entire radio network schedule will be recorded in Chicago for playback, on a one-hour delayed basis, to NBC affiliates continuing to operate on Standard Time during the Summer months. Thus NBC Radio Network listeners will continue to hear programs throughout the Summer at the same local time as previously.

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April 5, 1954

\*-----\*

NBC SPRING SYMPHONY ORCHESTRA OPENS SEASON APRIL 11;  
MILTON KATIMS TO CONDUCT FIRST THREE WEEKS OF SERIES

\*-----\*

The annual Spring Concert Series of the NBC Spring Symphony Orchestra will open again under the direction of Milton Katims, Sunday, April 11 (NBC Radio, 6:30 p.m., EST). The 55-piece symphonic ensemble derived from the NBC Symphony Orchestra will broadcast from a studio in Radio City. Katims has opened this series for the past four years.

For his opening concert, the American conductor has chosen music by Mozart, Mendelssohn, Turina and Schumann. The one-hour broadcast concert will open with Mozart's serenade, "Eine Kleine Nachtmusik." This will be followed by the lyrical Nocturne from Mendelssohn's incidental music for "A Midsummer Night's Dream." From the music of the Spanish composer Joaquin Turina, Katims has chosen "La Procesion del Rocio." The concert will be concluded with the "Symphony No. 4 in D-Minor" by Schumann.

Katims is scheduled to direct the first three of NBC Spring Symphony concerts. Since leaving NBC, where he was a staff conductor for several years as well as a frequent conductor of the NBC orchestra, Katims has had great success as a guest conductor in Europe and throughout the U.S. He also has just been announced as musical director for next season of the Seattle Symphony Orchestra, and will be a guest director of the Houston Symphony for a month.

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\*  
TOSCANINI IN MOVING FAREWELL TO NBC SYMPHONY  
\*  
\*  
\*

A small white-haired man walked slowly off the stage in Carnegie Hall, last night (April 4) his head bowed. It was Arturo Toscanini leaving for the last time after his farewell appearance with the NBC Symphony Orchestra.

Toscanini at 87 has decided to retire. He revealed this decision in a letter written on his 87th birthday (March 25) to Brig. General David Sarnoff, Chairman of the Boards of RCA and NBC, the man who founded the NBC Symphony Orchestra as an instrument for the incomparable talents of the veteran conductor.

What memories of the past 68 years crowded the sorrowful head of the great man, no one will ever know. As he left the stage he went without a word to his dressing room and closed himself in alone. There with his thoughts sat one of the world's most famous men. Outside in the auditorium thousands of music lovers at the concert cheered themselves hoarse, but Toscanini, too moved, did not return to the stage. Neither the orchestra itself nor the audience in the hall knew that this was Toscanini's farewell. For that was the way Toscanini wanted it. He left as he always had worked, simply and modestly.

His son Walter came in to the dressing room, and then some close personal friends including the young conductor Guido Cantelli and Samuel Chotzinoff, NBC's general music director. Toscanini's  
(more)







## 2 - Toscanini's Farewell

daughters, Mrs. Vladimir Horowitz and the Countess Wally Castelbarco, also entered. The family left for their home in Riverdale, N.Y., where a dinner party originally was scheduled for later in the evening. Toscanini left Carnegie Hall at the front entrance to avoid the waiting throngs outside. The dinner was cancelled because of the Maestro's emotional strain.

Toscanini has not made definite plans for the immediate future. At present he is scheduled to listen to a large backlog of recordings he has made for RCA Victor, prior to approving them. He probably will leave for Italy in May or June. His plans on returning to the United States are still indefinite.

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NBC-New York, 4/5/54



# NBC COLOR TELEVISION NEWS

NBC COLOR TELECASTS FOR WEEK

(April 11-17)

SUNDAY, APRIL 11 - 1-1:30 p.m., EST -- YOUTH  
WANTS TO KNOW - Leonard W. Hall, chairman of the  
Republican National Committee, will be questioned  
by a group of teen-age students, in NBC color  
studios in New York.

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NBC-New York, 4/5/54

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CREDITS FOR 'JUSTICE!' ON NBC-TV

PROGRAM: JUSTICE!

TIME: NBC-TV, Thursdays, 8:30 p.m.,  
EST, starting April 8, 1954.

FORMAT: Dramatizations of true cases  
from records of the National  
Legal Aid Association. In  
authentic fashion, a new story  
is presented each week, depict-  
ing people desperately in need  
of legal advice and protec-  
tion -- some of them poverty-  
stricken, some delinquent, and  
many innocent victims of  
circumstances. The Legal Aid  
lawyer is available to help --  
in the cause of justice -- to  
all.

CAST: Changed weekly. Prominent actors  
in lead parts.

PRODUCERS: John Rust and Talent Associates.

DIRECTOR: Dan Petrie

PRODUCTION SUPERVISOR: Bob Costello

WRITERS: Various, with TV's top writers  
assigned to each script.

ANNOUNCER-NARRATOR: Westbrook Van Voorhis

SETTINGS: Robert Wade

MUSIC: Ralph Norman

SPONSOR: The Borden Company

AGENCY: Young & Rubicam, Inc.

ORIGINATION: New York City, "live."

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'MISS NBC' TITLE, HONORS AND PRIZES GO TO  
HARRIET EGAN, AN NBC SECRETARY IN N.Y.

Lovely Harriet Egan, secretary to NBC Staff Vice President David C. Adams, was crowned "Miss NBC of 1954" at the annual Spring dance for employees of NBC in New York, held in the Grand Ballroom of the Waldorf-Astoria on Friday, April 2.

More than 1,500 NBC employes and their guests, including NBC President Sylvester L. Weaver, Jr., and Mrs. Weaver, and Executive Vice President Robert W. Sarnoff, and Mrs. Sarnoff, attended the affair. //

Entertainment was headed by NBC star Milton Berle, who acted as master of ceremonies. He introduced such top-flight acts as the Bob Hamilton dance trio, the Skylarks, vocalist Judy Johnson, the new singing discovery Charlie Applewhite, and comedian Jonathan Winters.

Miss Egan, the 25-year old brunette who is now "Miss NBC," was elected to that honor by her fellow employes. Competition was held throughout the New York headquarters of the company, and she won over 150 entries. A panel of judges -- including John Robert Powers, Russell Patterson, Arthur William Brown, Arlene Francis, Ben Grauer, Herb Sheldon and NBC personnel director B. Lowell Jacobsen -- selected five girls as finalists. Then all employes voted for their choice, and the results were kept under lock and key until the announcement at the dance.

As winner, Miss Egan is the recipient of an all-expense paid trip for two to Miami, a complete wardrobe, and television and radio appearances. Shortly after the announcement Friday night, she was

(more)







whisked off by Tex and Jinx McCrary to be interviewed by them on their late evening WNBC show from the Waldorf. This morning (April 5) she was seen on Dave Garroway's "Today," and again visited Tex and Jinx, this time on their morning WNBC show.

Also on April 5, she was scheduled to appear on Richard Willis' afternoon show, "Here's Looking at You," and on Steve Allen's late evening program, both on WNBT. On Tuesday, April 6, she will be the guest of Arlene Francis on "Home" on the NBC-TV network. She will visit Jinx again, this time on "Jinx' Diary" on WNBT April 7. The following day (April 8) Herb Sheldon will be host to her on his WNBT morning show.

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#### CAROLINE BURKE TO ADDRESS MUSIC EDUCATORS

Caroline Burke, NBC-TV producer, will speak on "Music -- Seen and Heard," at a meeting and festival of the Westchester County Music Educators Association in White Plains, N.Y., Saturday, April 10.

Miss Burke, who produces the TV serial, "Three Steps to Heaven," will illustrate her talk with film clips from kinescopes of programs where music has been used outstandingly, including the much-praised one which featured harpischordist Wanda Landowska from the "conversations with distinguished figures" series.

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NBC-New York, 4/5/54





## TRADE NEWS

April 6, 1954

'SUNDAY WITH GARROWAY,' TWO-HOUR NBC RADIO SHOW STARRING  
DAVE GARROWAY IN HIS MANY SPECIALTIES, STARTS APRIL 18

Dave Garroway will return to a first love -- radio -- on the night of April 18, when he takes to the air with the premiere performance of NBC Radio's SUNDAY WITH GARROWAY (8-10 p.m., EST). The series will feature Dave in many of the specialties that made him a headliner.

Dave will be heard as host on a program which, in the words of its editor-in-chief, Jim Fleming, "will explore as many interests as Dave himself has -- and they are legion."

Fleming, who worked with Dave for a time as on-the-air news editor of "Today," the NBC-TV news and special feature program, has set up shop in a special NBC studio known as the "Garroway Newsroom." This will be headquarters for the Garroway-Fleming collaboration, which will in part be a recapitulation of Dave's "off-camera" week as he goes to the theatre, the races, or pursues any one of his varied interests.

As with any Garroway enterprise, the best in light music will be featured, a tradition which harks back to Dave's "11:60 Club" in Chicago.

Show tunes will be featured, with a bit of their background provided by veteran show-goer Garroway. Dave will also supply ample

(more)





## 2 - Garroway Show

portions of the "purest" jazz from his extensive record collection.

Abetting him in carrying out this policy will be George Simon, editor of Metronome, who will be employed as music consultant to the program.

Fleming, an experienced news commentator and foreign correspondent, will handle the newscasts, which will also figure highly in the format of "Sunday With Garroway."

Each day Dave will drop in at the "Garroway Newsroom" and tape record and edit interviews and features for the program. The overseas radio circuits will be fed into the studio, so that Dave's chatting may be international in scope. A typical day might find him recording an interview with a stage celebrity, a popular author, or a news figure in London, Rome or other world news spot. From time to time outstanding features of the "Today" program will be presented, for an audience to which they may not have been available when first presented.

"Sunday With Garroway" will be produced by Mort Werner.

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NBC-New York, 4/6/54



NBC PRESIDENT WEAVER HAILS 'ORIGINAL AMATEUR HOUR'  
ON OCCASION OF PROGRAM'S 1,001st PERFORMANCE

FOR RELEASE SATURDAY, APRIL 10

Sylvester L. Weaver, Jr., President of the National Broadcasting Company, paid tribute today to the ORIGINAL AMATEUR HOUR and its emcee, Ted Mack, in a telegram on the occasion of the program's 1,001st air performance tonight (NBC-TV, 8:30 p.m., EST).

"When a program passes 1,000 broadcasts it may be considered an institution," Mr. Weaver said.

He added: "We of the National Broadcasting Company have an especial interest in the 'Original Amateur Hour,' for it is here that it became a network program under the inspired leadership of the late Major Edward J. Bowes."

In his personal tribute to Ted Mack, Mr. Weaver said:

"Few men have done more than you to encourage entertainment talent in America. And you have been justly honored for your humanitarian and patriotic efforts by two Presidents of the United States, by many members of Congress, governors, editors, publishers, educators, religious leaders, industrialists, labor chiefs, in fact people everywhere. May your good work continue. My wishes go also to your sponsor, Pet Milk Company, which unhesitatingly aids you in your efforts."

For its 1,001st broadcast the "Original Amateur Hour" will feature its "graduates" who have become famous in the entertainment world; among them Paul Winchell, Mimi Benzell, Frank Fontaine and Ray Malone.

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NBC-New York, 4/6/54





CAST AND CREDITS FOR NBC TV OPERA THEATRE'S  
'PELLEAS AND MELISANDE'

Following are the cast and credits for the new English presentation of Claude Debussy's opera, "Pelleas and Melisande," by the NBC Television Opera Theatre Saturday, April 10 (NBC-TV, 4-5:30 p.m., EST).

CAST

Pelleas.....	Davis Cunningham
Melisande.....	Virginia Haskins
Golaud.....	Carlton Gauld
Arkel.....	Lee Cass
Genevieve.....	Mary Davenport
Yniold.....	Bill McIver
Chorus.....	Jan Gbur, Ethel Greene, Robert Jeffrey, Joseph Lambiase, Doris Okerson, Margaret Tynes and John Zadorozny

CREDITS

Producer.....	Samuel Chotzinoff
Conductor.....	Jean Morel
Director.....	Kirk Browning
Staged by.....	John Bloch
Associate Producer.....	Charles Polacheck
Translation.....	NBC Opera Staff
Audio Director.....	George Voutsas
Assistant Conductor.....	Felix Popper
Production designed by.....	William Molyneux
Costumes.....	John Boxer

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NBC-New York, 4/6/54





# COLOR TELEVISION NEWS

COLOR TV 'MOST IMPORTANT TOOL AT YOUR COMMAND,'  
NBC'S BARRY WOOD TELLS PUBLIC RELATIONS GROUP

Barry Wood, NBC executive producer in charge of color coordination, told the American Public Relations Association Tuesday, April 6, that color telecasting "is the most important tool at your command."

Wood pointed out that the new medium "is not solely for the benefit of manufacturers and the people who sell their products, but for the benefit also of people with ideas to sell -- people like you."

Wood was a featured speaker at the Association's tenth anniversary convention at the Hotel Biltmore in New York.

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NBC-New York, 4/6/54





# NBC

## TRADE NEWS

April 7, 1954

TV VERSION OF 'TRUTH OR CONSEQUENCES' TO BE PRESENTED ON NBC

- - -

P. Lorillard Co. to Sponsor New Series for Old Gold Cigarettes

TRUTH OR CONSEQUENCES, one of radio's first audience-participation programs, will be presented as a television feature on the NBC-TV network beginning Tuesday, May 18 (10 p.m., EST).

The television version of Ralph Edwards' 14-year-old radio stunt show will feature Jack Bailey as emcee. The new series will be sponsored by P. Lorillard Co. for Old Gold Cigarettes and will be seen in the time period now filled by Fred Allen's "Judge for Yourself," which is also presented by P. Lorillard Co. The agency is Lennen and Newell, Inc.

Bailey was chosen for the emcee role by Edwards because of his own other commitments. Edwards, however, will supervise and act as executive producer of the TV series in addition to his active roles on the NBC-TV "This Is Your Life" and the NBC Radio "Truth or Consequences" shows.

Bailey is known for his West Coast show, "Queen for a Day," and as the voice of "Goofy" in the Walt Disney cartoons. He has had a colorful background as a circus barker, professional musician, house painter, actor, tax expert and as honorary mayor of Hollywood.

"Truth or Consequences" in TV form was first presented July 1, 1941, as a one-time feature on station WNBT, NBC-TV flagship in New York. It was again seen for one performance Jan. 20, 1949, over NBC-TV's Hollywood station KNBH and later for a full season, Sept. 7, 1950 to May 31, 1951, over another network.

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# NBC

## TRADE NEWS

April 7, 1954

HENRY SALOMON, JR., PRODUCER OF 'VICTORY AT SEA,'  
NAMED CHIEF OF NBC-TV'S NEW DOCUMENTARY UNIT

Henry Salomon, Jr., originator, writer and producer of NBC-TV's widely acclaimed "Victory at Sea" series, has been signed by the network as chief of its newly created television documentary unit, Sylvester L. Weaver, Jr., NBC President, announced today.

In his new position, Salomon will devote his full time to the production of filmed and live actuality programs for NBC-TV, Mr. Weaver said.

"The production of 'Victory at Sea,' television's first major contribution to the re-creation of history, has marked Mr. Salomon as one of the outstanding creative talents in the industry," Mr. Weaver said. "We are happy to announce that he will be working on other major documentary productions for the National Broadcasting Company."

"Victory at Sea," 26 half-hour episodes portraying naval operations in World War II, was launched and carried to completion by Robert W. Sarnoff, then NBC's director of unit productions for television, and now the company's Executive Vice President.

Salomon's documentary unit already has taken over production of NBC-TV's filmed series of conversations with distinguished persons--frequently referred to as the "wisdom series." The "wisdom series"

(more)



1945

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in the past has included talks with Bertrand Russell, Robert Frost, Carl Sandburg and Wanda Landowska. Salomon's unit already has produced one program, yet to be released, and is currently in production on another. The unit will produce 10 of the series this year, including at least one in color.

A second project under Salomon's direct supervision is a series of four, hour-long documentary programs, which will dramatize and clarify major trends and issues, both national and international. This series will shortly be offered to clients for sale.

The documentary unit also has begun preliminary planning on a major new television historical project, which promises to be even larger in size and scope than the monumental "Victory at Sea" series.

As chief of the NBC-TV documentary unit, Salomon will report to Davidson Taylor, director of Public Affairs. Working with him will be several of those who assisted in the production of "Victory at Sea," including:

Isaac I. Kleinerman, "Victory at Sea's" film editor, who will serve as editor-in-chief of the documentary unit.

Donald B. Hyatt, assistant to Salomon during production of "Victory at Sea," who will act in the same capacity for the documentary unit, in addition to serving as the organization's business manager.

Richard F. Hanser, co-author of "Victory at Sea," who will be the documentary unit's head writer.

In addition, the services of various other departments within NBC-TV will be available to the unit.

(more)

In the first and foremost place, it is necessary to establish the principle of the separation of powers. This principle is the basis of the entire system of government. It is the principle that the legislative, executive, and judicial powers should be vested in different hands. This principle is the foundation of the entire system of government. It is the principle that the legislative, executive, and judicial powers should be vested in different hands. This principle is the foundation of the entire system of government.

The second principle is the principle of the representation of the people. This principle is the basis of the entire system of government. It is the principle that the people should have the right to elect their representatives to the legislative body. This principle is the foundation of the entire system of government. It is the principle that the people should have the right to elect their representatives to the legislative body.

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"Victory at Sea," which Salomon wrote as well as produced, is one of the major achievements of television, having won 13 prizes and awards, including the coveted George Peabody Award, the "Emmy" of the Academy of Television Arts and Sciences, and the annual accolade of Variety, the showbusiness trade journal. In addition to its initial nationwide release in the United States, "Victory at Sea" was shown in Great Britain, Canada and Cuba and currently is being seen in more than 95 cities on its re-run syndication handled by the NBC Film Division. Salomon also produced the motion picture theatre version of "Victory at Sea," which NBC soon will present nationally.

Salomon was born in Providence, R.I., on March 17, 1917, attended Phillips Academy at Andover, Mass., and was graduated from Harvard in 1939, where he distinguished himself in drama writing courses. In 1940, he was associated with NBC's Script Division. Later, he decided to free-lance. In March, 1942, he joined the Navy as a yeoman, was assigned to the office of the Secretary of the Navy, and a few months later was commissioned as ensign.

During his six years in the Navy, Salomon produced a Navy-sponsored network radio series, participated in six landings in major combat operations, made post-war studies of Japanese wartime naval operations, and collaborated with Rear Admiral Samuel Eliot Morison in writing the 14-volume, prize-winning "History of the United States Naval Operations in World War II."

He was released from the Navy in 1948 as a lieutenant commander, and shortly after conceived the idea for the "Victory at Sea" series. In January, 1951, he was commissioned by NBC as producer-writer in charge of the undertaking.

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(04)

CONSTRUCTION OF NBC'S FIRST WEST COAST COLOR TELEVISION STUDIO  
TO START NEXT WEEK; BUILDING TO ADJOIN BURBANK LAYOUT

Construction of the National Broadcasting Company's first West Coast color television studio will ~~begin next week~~ <sup>April 12</sup> in Burbank, Calif., John K. West, NBC Vice President in charge of the network's Pacific Division, announced yesterday (April 6).

Programs from the new studio, part of NBC's Television Center, will go on the air in January, 1955. The color studio, to be known as Studio 2, is the first studio to be built exclusively for colorcasting. It will be 90 by 140 feet in area and 42 feet high.

The new studio will be southwest of the present buildings and connected to them by a service corridor. In addition to the studio proper, there will be an adjoining dressing room section and a technical building. The dressing room section will house 16 dressing rooms and four chorus rooms on two levels.

The technical building will house three rehearsal rooms and a storage room for equipment. On the second floor will be a film projection room, video control room and central control.

O.B. Hanson, NBC Vice President and Chief Engineer, will go to Hollywood this week to personally supervise the beginning of construction.

William A. Clarke of NBC's engineering staff is the architect. Chester Rackey, supervisor of audio and video facilities for the network, is in charge of design and installation of RCA color equipment. The Austin Co. is the contractor, and Gordon Strang is construction superintendent for NBC.

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NBC-New York, 4/7/54





## COLOR TELEVISION NEWS

RCA COMPATIBLE COLOR OFFERS 'FULL MEASURE OF SERVICE'  
TO SPONSOR, NBC'S ARCH ROBB TELLS AD MEN AND WOMEN

The RCA system of compatible color will give the advertiser his full measure of service -- "sight, sound, movement and the natural color of his product against its most favorable background"--Arch Robb, NBC director of color administration, said Tuesday, April 6 in a speech before the Association of Advertising Men and Women.

Robb said electronic color will tell the advertiser's story in a way that was never possible before. "As creative advertisers," he said, "you will have the full range of the electronic palette at your fingertips."

He added that the best commercial will concentrate on simplicity-portrayal of the product -- and color. "The essence of the color commercial," Robb pointed out, "is going to be a good, long look at the product itself -- how it looks for instance on the grocery shelf -- how it looks in the purchaser's hand and how it looks in action."

The NBC executive addressed the association at the Hotel Biltmore in New York.

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NBC-New York, 4/7/54





IT'S SEVEN OUT OF TEN FOR NBC-TV SHOWS  
IN LATEST NEILSEN TELEVISION INDEX

Maintaining its preeminence in the leading national audience viewing surveys, NBC-TV this week came up with seven of the top 10 programs in the latest Nielsen Television Index, for the two weeks ending March 13.

This marks the third time in the last four Nielsen reports that NBC-TV's programming supremacy has been pointed up by a sweep of seven of the first 10 shows.

As rated by Nielsen, here are the nation's top 10 programs:

<u>Program</u>		<u>Rating</u>
1--I Love Lucy		61.1
2--DRAGNET	NBC	56.4
3--THE BUICK-BERLE SHOW	NBC	49.7
4--YOU BET YOUR LIFE	NBC	48.6
5--Jackie Gleason Show		46.4
6--GOODYEAR TELEVISION PLAYHOUSE	NBC	43.0
7--Arthur Godfrey's Scouts		42.7
8--COLGATE COMEDY HOUR	NBC	42.5
9--GILLETTE CAVALCADE OF SPORTS	NBC	42.1
10--PHILCO TELEVISION PLAYHOUSE	NBC	41.7

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ADDITIONAL TIME ALLOTTED ON NBC RADIO NETWORK  
FOR COVERAGE OF McCARTHY-ARMY HEARINGS

Additional time has been allocated on the NBC Radio network for covering the forthcoming hearings by the Senate Permanent Sub-Committee on Investigations which is investigating the McCarthy-Army dispute.

The hearings will be broadcast during a period which is not normally given over to network programming. The radio schedule will include tape-recorded playbacks of sessions (NBC Radio network except WNBC, 12:30 to 3 p.m., EST, and network including WNBC, 10:15 to 11 p.m., EST).

Hearing highlights will be included in the regularly scheduled NBC Radio and TV news programs.

As previously announced, NBC-TV will carry the hearings each scheduled day, "live" from Washington.

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CORRECTION, PLEASE

Bernard Green will be music director of JUSTICE!--the new drama series based on cases handled by the National Legal Aid Association (starting Thursday, April 8 on NBC-TV, 8:30 p.m., EST). Ralph Norman was erroneously listed as music director in a credit sheet on "Justice!" released April 5.

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NBC-New York, 4/7/54





NBC'S PAULINE FREDERICK TO ADDRESS  
RADIO-TV EDUCATION GROUP

Miss Pauline Frederick, NBC news commentator and recent DuPont Award winner, will speak on "Radio and Television in a Women's World" at the annual dinner of the Institute for Education by Radio and Television, Friday, April 9, at the Deshler Hilton Hotel, Columbus, Ohio.

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NBC-New York, 4/7/54



# NBC

## TRADE NEWS

April 8, 1954

'CITIZENS AT WORK,' NEW SERIES SHOWING HOW RESIDENTS SOLVED  
CIVIC PROBLEMS, TO START APRIL 18 ON NBC RADIO

Stories of successful citizen action against crime, corruption, poor schools, public apathy and inefficient government in American communities will be dramatized in a new 13-week series to be presented by NBC Radio in cooperation with the National Municipal League starting Sunday, April 18 (network except WNBC, 1-1:30 p.m., EST; WNBC only, 11:30 p.m.-12 mid., EST).

The series, titled CITIZENS AT WORK, will originate "live" in NBC's Radio City studios in New York.

All of the community stories chosen for dramatization have one thing in common: their citizens did something about their own problems. The communities include Scranton, Pa.; Daytona Beach, Fla.; Richmond, Calif., and Canton, Ohio (all winners in the All-America Cities Awards for 1953 given by the National Municipal League and Look Magazine); Greenwich, Conn.; Brookfield, Ill.; Columbia, S.C., and Roanoke, Va. The Scranton story, written by Jack Wilson, will be the first to be dramatized.

Wade Arnold will produce the series, and Harry Frazee will direct. The National Municipal League, founded in 1894, is a non-partisan, non-profit citizens' organization working for better government in American cities, counties and states.

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April 8, 1954

GEORGE POLK JOURNALISM AWARD OF LONG ISLAND U. GOES TO 'WEEKEND';

NBC'S WILLIAM R. McANDREW AND MERRILL MUELLER RECEIVE PLAQUES

The George Polk Memorial Award granted by Long Island University for the year's outstanding contribution in the field of radio journalism was presented today (Thursday, April 8) to the National Broadcasting Company for WEEKEND, "Sunday newspaper of the air" (NBC Radio Network, Sundays, 4-6 p.m., EST).

Honor plaques were presented by the university's president, Admiral Richard L. Conolly, at a luncheon at the Hotel Roosevelt, New York, to William R. McAndrew, manager of News and Special Events for NBC, and Merrill Mueller, executive producer of "Weekend."

The citation states in part:

"Through more than 20 different feature segments and supported by a host of distinguished contributors, among them some of the outstanding personalities in radio, 'Weekend' has brought to bear fresh and original talent to the reporting and interpreting of news.

"The particular human dynamo and inspiration for this program is the young and talented Merrill Mueller, himself a famous war correspondent and news analyst, who has directed the program in its varied aspects of the interview, the feature story, the cover story, the background report, the forum discussion and many other news pegs to illuminate vital and often complex news developments."

Art Wakelee is co-producer of the "Weekend" series.

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NBC-New York, 4/8/54



\* \*  
'CAMEL NEWS CARAVAN' GETS DOUBLE-BARRELED TOP RATING

Top-rated for news and top-rated among all evening multi-weekly TV shows -- that's the double-barreled rating performance of NBC-TV's popular CAMEL NEWS CARAVAN.

The latest Nielsen Television Index (for the two weeks ending March 13) puts the "Camel News Caravan" rating at 24.3, with an audience of 6,301,000 homes each night.

That makes "Camel News Caravan" the most attention-getting evening, multi-weekly news program, the second ranking program in that category receiving only a 14.9 rating.

Featuring John Cameron Swayze, "Camel News Caravan" is seen Monday through Friday from 7:45 - 8 p.m., EST.

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April 9, 1954

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TONI COMPANY TO SPONSOR NEW 'TONY MARTIN SHOW' ON NBC-TV

The Toni Company, for Bobbi Home Permanent, White Rain Shampoo and Tame Creme Rinse, has purchased a quarter-hour on the full NBC-TV network for a new musical variety show starring Tony Martin.

"The Tony Martin Show" will be seen Mondays, 7:30 to 7:45 p.m., EDT, starting April 26. Martin, singing star of nightclubs, theatre, radio, television and screen, will be host to guest celebrities and variety acts. The first two telecasts will originate in New York, and the following shows in NBC Hollywood.

The 52-week contract was placed through Tatham-Laird Inc.

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'TWO IN THE BALCONY,' RECAPTURING GREAT MOMENTS  
OF MUSIC, IS NEW MONDAY NIGHT RADIO SERIES

Some of the great moments of the lyric theatre will be recaptured for a new Monday night music series, TWO IN THE BALCONY, on NBC Radio (network except WNBC, 10:30-11 p.m., EST).

The program (starting April 12) will present the Hollywood Radio City Orchestra directed by the well-known conductor and composer Robert Armbruster. Jimmy Wallingford, long one of radio's popular personalities, will be host of the program. Each week he will interview a guest from the music world.

The program is produced in Hollywood by Howard Wiley, and is written by Robert Grey.

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'KING RICHARD II' KINESCOPES TO BE MADE AVAILABLE  
WITHOUT CHARGE TO NATION'S SCHOOLS AND COLLEGES

FOR RELEASE MONDAY AFTERNOON, APRIL 12

The widely acclaimed two-hour production of Shakespeare's "King Richard II," starring Maurice Evans, which was presented over the NBC television network last Jan. 24, will be made available without charge, through kinescope recording, to the nation's schools and colleges starting next month, Ted Sisson, director of the NBC Film Division, announced today.

The project to make this production available for classroom study was conceived jointly by Evans, by the sponsor of the program, Hallmark Cards of Kansas City, Mo., and NBC. Hallmark will finance the processing and distribution of 16-mm kinescope prints of the program to secondary schools and colleges.

NBC officials arranged for clearance with Evans, the supporting cast, musicians, stagehands and other production personnel, who waived additional fees or rights to the kinescope in order to make the project possible.

This marks the first time a major "live" TV production has been cleared for such widespread distribution in kinescope form to the nation's schools. Hallmark will furnish the kinescopes to schools in three 40-minute segments, accompanied by classroom study material.

Frank C. Lepore, manager of the NBC Film Division's Film and Kinescope Operations, said that prints will be made from the original negative of the production. Initially, 50 kinescope prints of the play will be put into distribution, with more to be added later if the demand warrants.

(more)



2 - 'King Richard II'

Distribution of the kinescopes will be handled by the Institute of Visual Training, 40 East 49th St., New York. While no admission charge can be made for any showing of the film, it may be projected in all public, parochial or private schools.

"Thanks to the public spirit of Hallmark Cards, Maurice Evans and all the others who took part in the production," Sisson said, "we anticipate the 'King Richard II' will be shown in approximately 2,000 schools before the end of the year." Distribution of the kinescopes will continue, he added, as long as a sufficient demand exists.

Evans' performance in "King Richard II," which he adapted and produced on "Hallmark Hall of Fame," won nationwide acclaim from critics and the public, as did his appearance in "Hamlet" on the Hallmark series last year. Albert McCleery, regular producer-director of the "Hall of Fame" television drama series, was the NBC executive producer-director. George Schaefer directed for the Evans office.

In addition to Evans in the title role, the drama featured Sarah Churchill as Richard's queen, Kent Smith as Bolingbroke and Frederick Worlock as John of Gaunt. Associate producers were Emmett Rogers and Mildred Freed Alberg. Richard Sylbert designed the sets and Noel Taylor supervised the costumes. Music was composed by Herbert Menges.

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NBC-New York, 4/9/54







MICHAEL HORTON NAMED NBC DIRECTOR OF INFORMATION;  
WILL EXPAND SCOPE OF INSTITUTIONAL ACTIVITIES

The appointment of Michael Horton as director of information of the National Broadcasting Company was announced today (April 9) by Syd Eiges, Vice President for Press and Publicity. ||

In announcing the appointment, Eiges said: "Under Mike Horton's direction the Department of Information will expand the scope of its institutional activities, and of its services both to broad public groups and to the departments and divisions of NBC."

A former newspaperman and government information executive, Horton came to the network in 1953 with the assignment of organizing an information and publicity program on behalf of NBC's color television activities. Before joining NBC, he was a public relations executive of Foote, Cone and Belding.

Horton was a member of the European staff of the New York Herald Tribune from 1946 to 1951, and was also Paris correspondent of the Mutual Broadcasting System. Earlier newspaper posts were with the Washington Times Herald and the Buffalo Evening News.

In the field of government information, he served as chief of the press branch of the Economic Cooperation Administration's mission to France, continuing in that post with the Mutual Security Agency, which succeeded ECA.

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NBC-New York, 4/9/54



April 9, 1954

'ALICE IN WONDERLAND' WITH EDGAR BERGEN AND CHARLIE McCARTHY  
IS SEVENTH ANNIVERSARY FEATURE OF 'KRAFT TV THEATRE'

Edgar Bergen and Charlie McCarthy will star in  
"Alice in Wonderland," Lewis Carroll's whimsical story, which  
KRAFT TELEVISION THEATRE will present as its seventh anniversary  
program on NBC-TV Wednesday, May 5 (9 p.m., EDT).

Bergen, the noted ventriloquist-actor, and his famed  
dummy, Charlie McCarthy, will narrate and participate in  
many of the amazing adventures encountered by Alice in the  
strange and wondrous land.

They will meet and comment on the storybook characters  
who people the world in which Alice wanders -- including the  
White Rabbit, the March Hare, the Mad Hatter, the Cheshire  
Cat and the Duchess.

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NBC'S PAULINE FREDERICK HONORED BY  
AMERICAN WOMEN IN RADIO AND TV

Miss Pauline Frederick, NBC news commentator, will receive a citation at the annual convention of American Women in Radio and television on Friday, April 23 in Kansas City, Mo., for her work during 1953.

Miss Frederick, who was the recipient of the 1953 DuPont award of \$1,000 as the outstanding commentator on radio during 1953, will deliver an address on the role of women in radio and TV.

Her portion of the April 23 PAULINE FREDERICK REPORTING program (Network except WNBC, 12 noon to 12:15 p.m., EST) will originate at Station WDAF, Kansas City.

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'THE THING' ON 'T OR C' IS A JACK, AND ITS IDENTITY WINS  
PLENTY OF JACK AND PRIZES FOR MICHIGAN WOMAN

The Foy home in Happy Valley, Jackson, Mich., is even happier today because Mrs. Shelley A. Foy won more than \$10,000 in prizes including \$3,000 in cash, on the Thursday, April 8 broadcast of Ralph Edwards' TRUTH OR CONSEQUENCES (NBC Radio Network except WNBC, 9 p.m., EST) by identifying "the thing" as an automobile jack.

Mrs. Foy was the third person to be called by Edwards during the broadcast, which originated in Truth or Consequences, New Mexico, for the town's fifth annual Fiesta.

The contest was started during the Feb. 18 broadcast. Three persons were called each week to identify "the thing." More than 200,000 postcard entries were received. Mrs. Foy was the 24th person to be called.

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# NBC

## TRADE NEWS

April 12, 1954

FOR RELEASE WEDNESDAY MORNING, APRIL 14, 1954

BOSTON SYMPHONY ORCHESTRA WILL PRESENT CONCERT SERIES  
EXCLUSIVELY OVER THE NBC RADIO NETWORK BEGINNING IN  
FALL OF 1954, SYLVESTER L. WEAVER, JR., ANNOUNCES

- - -

Broadcasts Will Be Direct From Symphony Hall In Boston On  
Saturday Evenings; NBC Acquires Rights Also to 'Pops,'  
Esplanade Concerts and Tanglewood Festival

Sylvester L. Weaver, Jr., President of the National Broadcasting Company, has announced that exclusive arrangements have been concluded to broadcast the concerts of the world-renowned Boston Symphony Orchestra over the coast-to-coast facilities of the NBC Radio Network direct from Symphony Hall in Boston during the 1954-55 season.

"We are happy, indeed, to be able to present the concerts of the Boston Symphony Orchestra to the American people," said Mr. Weaver. "These concerts will continue our long-established policy of bringing to our listeners the finest orchestral music available. We are confident that music lovers throughout the country will look forward eagerly to our weekly broadcasts of this great orchestra under its distinguished musical director, Charles Munch, and with preeminent guest conductors and soloists."

(more)





## 2 - Boston Symphony Orchestra

Arrangements for the broadcasts were made with George Judd, manager of the Boston Symphony. These arrangements also give NBC the rights to the Boston "Pops," the Esplanade Concerts and the Berkshire Festival at Tanglewood.)

The broadcasts will start early in October and continue through April. They will be presented on Saturday evenings. Details as to the exact time schedule will be announced later.

In 1937 the NBC Symphony Orchestra was created under the leadership of Maestro Arturo Toscanini. At that time Brig. General David Sarnoff promised the maestro an orchestra of the finest musicians available for as long as he wished to conduct. NBC fulfilled that promise. Toscanini's decision to retire after 17 years with this orchestra was regretfully announced by General Sarnoff on April 4.

Beginning this Fall, the Boston Symphony concerts will comprise the NBC Radio Network's principal offering in the field of symphonic music. As such, they will replace the NBC Symphony. The composition of NBC's musical personnel will be rearranged into smaller orchestral units to serve the requirements of NBC. The incomparable music of Toscanini and the NBC Symphony is available to the public on RCA Victor recordings.

This year's Spring season of concerts with the NBC Spring Symphony Orchestra already is in progress with outstanding guest conductors. These broadcasts of symphonic music, Sundays, 6:30 to 7:30 p.m., New York time, will continue until the new schedule with the Boston Symphony begins in October.

Guest conductors of the Boston Symphony Orchestra next season were include Pierre Monteux and Guido Cantelli, both of whom were guest conductors of the NBC Symphony Orchestra this past season.

(more)



### 3 - Boston Symphony Orchestra

Among the soloists scheduled for the 1954-55 season are: Claudio Arrau, Joseph Szigeti, Isaac Stern, Robert Casadesus, Margaret Harshaw and Irmgard Seefried.

The Boston Symphony Orchestra has been heard on the NBC network in a number of distinguished program series. The late Dr. Serge Koussevitzky conducted the orchestra in a series of rehearsal broadcasts during the season of 1947. With Robert Merrill as soloist, the Boston "Pops" Orchestra under the director of Arthur Fiedler was heard on the "RCA Victor Show."

The Boston Symphony Orchestra has recorded for RCA Victor exclusively since 1916. Its recordings have always been among the "best sellers" in classical music and the recordings of the Boston "Pops" have led in their field.

Charles Munch was appointed musical director of the orchestra in 1949, succeeding Dr. Koussevitzky. He first directed the Boston Symphony as a guest conductor late in 1946 and was re-engaged in 1947. His appointment two years later to succeed Dr. Koussevitzky was acclaimed in the musical press. Under his direction, the orchestra's subscription concerts have continued to be sold out regularly.

The Boston Symphony Orchestra dates from 1881 when it was founded by Henry L. Higginson. Its recordings for RCA Victor are prized by music lovers the world over who have not been able to attend the concerts in person. During 1952 the orchestra made a triumphal tour of Europe. In 1953 its tour of the United States was a similar success.

The NBC Television Opera Theatre, which by presenting its operas in English has greatly broadened both the audience and appreciation of opera in this country, will begin its sixth season

(more)







#### 4 - Boston Symphony Orchestra

this Fall, also in October. Many of the opera productions next season will be presented in color television.

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Signing of the Boston Symphony Orchestra continues the NBC tradition of presenting the world's greatest musical artists and organizations.

The inaugural program of the then new NBC network on Nov. 15, 1926, included the celebrated singers Mary Garden and Titta Ruffo, the New York Symphony Orchestra under the direction of Walter Damrosch, the New York Oratorio Society and the New York Light Opera Company.

This beginning was a promise, a promise that has been fulfilled with great success. In orchestral music NBC has led the field as in virtually every other category. Almost every American orchestra of any size has been heard on the NBC network, and many of the leading orchestras of Europe as well. It was NBC that first broadcast the New York Philharmonic Orchestra in 1927 with Arturo Toscanini and Wilhelm Mengelberg conducting. That year also included the first broadcast by the Boston Symphony under the direction of Serge Koussevitzky. Walter Damrosch's "Children's Concerts" with the New York Symphony started that year, a forerunner of the "NBC Music Appreciation Hour" which began in 1929. The "NBC Music Appreciation Hour," conducted and narrated by Dr. Damrosch, built audiences of millions of school children. The Philadelphia Orchestra made its network bow on NBC in 1929 under Leopold Stokowski's direction. NBC also broadcast musical programs from Europe for the first time in 1929 offering Christmas music from England, Holland and Germany. The following year the London Symphony was heard here on NBC, and broadcasts direct from the Dresden (Germany) Opera House were carried on NBC.

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## 5 - Boston Symphony Orchestra

In 1931 NBC started the famous complete afternoon broadcasts from the stage of the Metropolitan Opera House, with "Hansel and Gretel." Music from many other European groups also shared air time including the choir from the Sistine Chapel in Rome, as well as broadcasts from London's Covent Garden and the Salzburg Festival. Arthur Fiedler conducted the Boston "Pops" that year for the first time on the air.

The first broadcast from the Bayreuth Festival took place in 1933, as did the premiere performance of Richard Strauss' opera "The Silent Woman" from Dresden. The first American broadcasts of the Glyndebourne Festival took place on NBC in 1936.

Numerous other festivals both in the U.S. and abroad, special premieres as well as regularly-scheduled broadcasts continued to be heard. But 1937 also was the year of the founding of the NBC Symphony Orchestra for Maestro Arturo Toscanini's return to the United States from his semi-retirement in Italy.

In order to give the many smaller American orchestras a chance to be heard on the air, NBC for five years (1944-48) broadcast "Orchestras of the Nation" during which 41 American orchestras broadcast to the nation.

The NBC University of the Air for five years (1945-49) presented a series of programs including "The Story of Music," "Concert of the Nations," "Music of the Cities" and "Latin American" music. For all of these series printed booklets were issued and many schools gave special credits for regular listening.

Added to NBC's own programs have been the outstanding series presented by commercial sponsors including "The Voice of Firestone," Cities Service, RCA's "Magic Key," the "Telephone Hour," and the Westinghouse program among many others.

(more)







## 6 - Boston Symphony Orchestra

With the emergence of television, NBC again was ready to pioneer in music. It was NBC that organized an opera department which has in its five years offered 27 outstanding productions. Among the important offerings of the NBC Television Opera Theatre in English have been the world premiere of Gian Carlo Menotti's "Amahl and the Night Visitors," specially commissioned by NBC (as was Menotti's earlier opera "The Old Maid and the Thief" for radio), Leonard Bernstein's "Trouble in Tahiti," the world premiere of Martinu's "The Marriage," and the first American production of Britten's "Billy Budd." "Carmen" was given by NBC as its first full-hour color television program in October, 1953. A full season of opera is planned by the NBC Television Opera Theatre for next season, with many of the productions planned for color.

"Television Recital Hall" offered outstanding programs by solo artists. Telecasts of the NBC Symphony Orchestra under Toscanini, of the Boston Symphony under Leonard Bernstein and of the Lewisohn Stadium Concerts have also been on the NBC schedule.

In both radio and television the National Broadcasting Company will continue to maintain the lead in presenting fine music to the American public.

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NBC-New York, 4/12/54





## TRADE NEWS

April 12, 1954

NBC RADIO'S 'NEWS OF THE WORLD' (NOW IN 15TH YEAR)

RENEWED FOR 52 WEEKS BY MILES LABORATORIES

NEWS OF THE WORLD, top rated multi-weekly radio news program now in its 15th year on the air was renewed for 52 weeks effective March 29 by Miles Laboratories Inc., it was announced today by the National Broadcasting Company.

The 7:30-7:45 p.m., EST, Monday-through-Friday show, which has been sponsored by Miles' Laboratories (for Alka-Seltzer) since March, 1941 has remained in top-rated position without challenge for almost six years. Its rating position is between two and three times that of its nearest competitor.

The program now featuring Morgan Beatty has featured distinguished foreign correspondents with eye-witness reports of the world's major news happenings over the past 15 years. These stories have ranged from the predicted outbreak of World War II (in a report from Paris just a few days before hostilities began) on through hydrogen bomb tests and other top stories of today.

Geoffrey Wade Advertising in Chicago is the agency for Miles Laboratories.

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KIPLINGER BUYS FIRST PARTICIPATION ON

NBC-RADIO'S 'SUNDAY WITH GARROWAY'

The Kiplinger Washington Agency, Inc., is the first participating sponsor to buy SUNDAY WITH GARROWAY, it was announced today by Fred Horton, director of sales for the NBC Radio Network.

The new program (which is a collaboration of the radio-TV star Dave Garroway and news commentator Jim Fleming) will carry one participation on Sunday, April 18 only in the interest of "Changing Times Magazine." The show which can handle a total of eight participations per hour will be heard on Sundays from 8 to 10 p.m., EST beginning Sunday, April 18. It covers a wide variety of subjects from news to interviews, from special features to music.

The Kiplinger Washington Agency Inc., contract for the single participation on the full network was signed through Albert Frank-Guenther Law Inc., agency.

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NBC-TV STUDIOS IN BURBANK PRAISED IN ARCHITECTURAL MAGAZINE  
FOR PRESENT EFFICIENCY AND PROVISION FOR FUTURE

A 10-page picture-story layout of NBC's multi-million dollar TV studios in Burbank, Calif., is featured in the current issue of "Progressive Architecture" magazine.

The layout includes photos of the new plant as it looks today, the complete floor plans, and pictures of construction work leading up to the opening of the studios on Oct. 4, 1952.

"...The best approach (in the construction of television facilities) at the moment is to provide as much flexibility as possible, allowing for future change as new factors become known," the article reports.

"A good example is this first unit of NBC's new TV center in Burbank, Calif. Many exceptional things were done here, both to make the facilities as efficient as present knowledge makes possible and to anticipate future needs."

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NBC'S 'CATHOLIC HOUR' ON EASTER SUNDAY WILL BE FIRST  
RELIGIOUS PROGRAM ON TV IN COMPATIBLE COLOR

The first religious program ever to be shown in color will be the CATHOLIC HOUR, which NBC-TV is to telecast in RCA compatible color on Easter Sunday, April 18 (1:30-2 p.m., EST). It will be seen on the nation's existing receivers in high-quality black and white.

On this occasion the program will be devoted to a Paulist Fathers' "pulpit debate" on "The Divinity of Christ." In the debate between two priests, the Rev. James Finley and the Rev. James Reynolds, one will play the role of a non-Catholic objector and the other will argue in defense of the Catholic faith. It will be the third in a series of four debates being presented on the NBC-TV "Catholic Hour" during April.

The color telecast, which will originate in a Gothic setting in the Colonial Theatre in New York, will be presented in cooperation with the National Council of Catholic Men. Richard Walsh will be producer for the N.C.C.M., Doris Ann for NBC. Martin Hoade will direct.

Fathers Finley and Reynolds are both attached to the Paulist Fathers House at 59th Street in New York City. They are members of the Paulist Mission Band, specializing in the technique of the pulpit debate in churches throughout the East.

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NBC-New York, 4/12/54







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NBC COLOR TELECASTS FOR WEEK

(April 18-24)

(All Times Are Eastern Standard)

\*-----\*

SUNDAY, APRIL 18

12 noon-1 p.m. -- EASTER PARADE -- New York's annual Easter Day Parade, accenting the latest Spring fashions and some of society's best-known personalities. Telecast will originate from Waldorf-Astoria Hotel lobby and Park Avenue. Tex and Jinx McCrary will provide commentary. Also participating will be June and Gene Lockhart and Sandy Becker. The St. Thomas Boys' Choir and the UN Children's Choir will provide season music.

1:30-2 p.m. -- THE CATHOLIC HOUR - FRONTIERS OF FAITH -- "Pulpit Debates" with the Rev. James Finley and the Rev. John Reynolds of the Paulist Fathers taking opposing sides. "The Divinity of Christ" is the topic.

WEDNESDAY, APRIL 21

9-10 p.m. -- KRAFT TELEVISION THEATRE -- A live dramatic program. "The Little Gods Sell Tamales" by Walt Anderson will be the presentation.

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NBC-New York, 4/12/54



send  
release

TOP PEABODY AWARDS GO TO NBC

- - -  
Opera Theatre Wins Music Honors; 'Mr. Wizard' Gets Youth Citation;  
'TV Playhouse' and Imogene Coca Share Entertainment Award;  
Network's Atlanta Affiliate, WSB-AM-FM-TV, Honored

FOR RELEASE AFTER 1 P.M., EST, WEDNESDAY, APRIL 14

Top honors went to NBC today (April 14) in the George Foster Peabody Awards competition, with awards for "distinguished achievement" for 1953 going to four NBC-TV network programs and personalities and to one NBC radio-TV affiliate. Presentation of awards was made at a luncheon meeting of the Radio and Television Executives Society of New York in the Hotel Roosevelt.

The NBC Television Opera Theatre was the winner of the TV music award, "Mr. Wizard" of the TV youth and children's programs award, and the Philco-Goodyear "Television Playhouse" and Imogene Coca of the double award for TV entertainment.

Station WSB-AM-FM-TV, NBC affiliate in Atlanta, Ga., was the winner for public service by a regional radio-television station.

The winners were announced by Dean John E. Drewry of the University of Georgia's Henry W. Grady School of Journalism which, with the Peabody board, administers the awards.

(more)





Following are the texts of the citations to the NBC winners:

TELEVISION MUSIC -- The George Foster Peabody Television Award in Music goes to the NBC Television Opera Theatre for its imaginative and stunning production, splendidly cast and beautifully sung, directed and conceived. Praise goes to many people for this enterprise: to General David Sarnoff, to Peter Herman Adler, the music and artistic director, and to Samuel Chotzinoff, the producer. Last year saw some memorable productions: Verdi's "Macbeth," Bizet's "Carmen," Strauss' "Rosenkavalier." Far from enough fine music is being encouraged on television, and it is with real pleasure that we salute those at NBC who have had faith and wisdom to present the NBC Television Opera Theatre.

TELEVISION ENTERTAINMENT (a double award): Under the leadership of Fred Coe, the "Television Playhouse" was, during 1953, in the judgment of many discerning critics, the most consistent producer of fine television drama. We especially commend Mr. Coe for his firm emphasis on good writing, and note his steadfast opposition to the star system. In recognition of its superior standards and achievement, we present to the playhouse a George Foster Peabody Award for Outstanding Entertainment.

TELEVISION ENTERTAINMENT (a double award): Blessed with an imp-like, contagious and entirely original humor, Imogene Coca was a welcome visitor in television homes even before the "Show of Shows" hit the Top Ten. Now, it develops that the stars of the "Show of Shows" mean to go their own way next season. Regardless of the program Miss Coca chooses to grace, her mere presence thereon will assure a high comedy content, impeccable good taste -- and a vast and appreciative audience. Which is our way of saying, Miss Coca, that you have won a George Foster Peabody Television Award in the field of entertainment, and with it goes our every good wish for the future.

TELEVISION FOR CHILDREN AND YOUTH -- Intended primarily for children and youth, "Mr. Wizard" is not without educational value for adults. A testimony, in fact, to the quality and character of this program is that many of its viewers are adults who are sufficiently well informed in the fields treated to know just what a discerning and socially useful job Don Herbert ("Mr. Wizard") is doing. The judgment of these older persons is further confirmed by the hundreds of commendatory letters received each week from teachers, PTA groups, scientists, and others; and by the 5,000 "Mr. Wizard Science Clubs" that are an outgrowth of this program in 42 states, Hawaii, Canada, Mexico and the District of Columbia. With a nod to director Don Meier and producer Jules Pewowar, and with the notation that here is a captivating example of how education can be made progressive without the loss of fundamentals, the George Foster Peabody Award for Children's and Youth Television Programs is presented to "Mr. Wizard."

(more)





# NBC

## TRADE NEWS

April 13, 1954

COLGATE-PALMOLIVE CO. CONTINUES 'COLGATE COMEDY HOUR' SPONSORSHIP  
FOR 1954-55, NBC PRESIDENT WEAVER ANNOUNCES

- - -

Program to Be Presented Three Sundays Out of Four;

Color 'Spectaculars' Scheduled for Other Sundays

The Colgate-Palmolive Co. of Jersey City, N.J., will continue its sponsorship of the top-rated COLGATE COMEDY HOUR on NBC-TV for the 1954-55 season, it was announced today by Sylvester L. Weaver, Jr., NBC President.

Mr. Weaver said that the "Colgate Comedy Hour" will return to the air Sept. 19 in its usual 8-9 p.m., EST, Sunday time spot after a Summer hiatus. It will be seen three Sundays out of four over a span of 39 weeks.

On the Sunday nights when the "Colgate Comedy Hour" is not on the air, NBC-TV has scheduled a series of color "spectaculars" -- programs covering the whole field of showbusiness, and embracing the most celebrated of stars, producers and directors. Broadcast under the RCA compatible color system, these "spectaculars" will be seen every fourth Sunday from 7:30-9 p.m., EST.

(more)





Starring the top names in the entertainment business, the "Colgate Comedy Hour" next season will present a sparkling parade of comedy and variety shows. NBC will produce a number of book shows similar to the widely acclaimed production of "Anything Goes" that was seen on the program this season, as well as the Martin and Lewis shows. In addition, 20 big-name variety shows will be produced by Ted Bates & Co., the advertising agency for Colgate-Palmolive.

The 1954-55 season will mark the fifth season for the "Colgate Comedy Hour" on television, and on NBC-TV. During that time, NBC has compiled an impressive series of "firsts" with the show. It was the first program to bring big-name comedians to TV on a regular basis. It was first to evolve the rotating format for stars. It was the first major show to make the shift to the West Coast. And it was the first commercial program to be beamed across the country on the coaxial cable.

The Colgate-Palmolive Co. will retain its 8-9 p.m., EST, Sunday time spot while the "Colgate Comedy Hour" is off the air this Summer. Details of the Summer program will be announced shortly.

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NBC-New York, 4/13/54





## TRADE NEWS

April 13, 1954

STEVE ALLEN TO STAR IN 15 'YOUR SHOW OF SHOWS' PROGRAMS;  
INDEPENDENT PRODUCTIONS SET FOR OTHER HALF OF SEASON

Comedian Steve Allen has been signed to star in 15 programs next season on NBC-TV's YOUR SHOW OF SHOWS.

Allen will appear on the 90-minute series approximately every other week, presiding over a comedy-and-music revue, according to plans announced by producer-director Max Liebman.

"Your Show of Shows" will present 30 programs next season over the NBC-TV network in the same time period it has always had -- Saturdays from 9 to 10:30 p.m., EST. On the weeks that Allen is not on the series, Liebman plans to offer independent productions starring name performers. The nature and details of these programs will be announced later.

As the headliner of a revue program, Allen will be presented in a more formal atmosphere than prevailed on his TV programs of the past. The 33-year-old funster has specialized in relaxed, spontaneous types of shows relying on his quick, clever wit to carry the proceedings.

On "Your Show of Shows," Liebman plans to exploit other facets of the young comedian's talents, in addition to his already recognized abilities. Allen will perform in comedy sketches, and appear as a singer and dancer in production numbers.

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For the finale of each revue, Liebman will employ Allen's talent for repartee by presenting an "Afterpiece" of about 15-minutes duration, in which the comedian and his guest stars will gather for an impromptu gabfest of fun.

The current stars of "Your Show of Shows," Sid Caesar and Imogene Coca, are expected to return to NBC-TV next season in individual shows of their own. When the present series completes its season on June 5, Caesar and Coca will have completed five years as the reigning stars of one of television's pace-setting programs.

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NBC-New York, 4/13/54



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'MIND YOUR MANNERS' RETURNS TO NBC RADIO

The prize-winning program MIND YOUR MANNERS, a quiz, forum and panel discussion for young people, has returned to NBC Radio with Allen Ludden again in the role of moderator, and is heard regularly Saturdays (network except WNBC, 9:30-10 a.m., EST).

"Mind Your Manners," in its previous six years on the NBC Radio network, won nine national awards and has been cited as an outstanding program for young people. It features a panel of young Americans who express their opinions on current topics.

The program originates in the studios of Station WTIC, Hartford, Conn.

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KIT KINNE IS NEW 'HOME' COOKING EDITOR

Kit Kinne, experienced home economist, will become the new cooking editor on NBC-TV's HOME show beginning Tuesday, April 20 (11 a.m. - 12 noon, EST).

Miss Kinne, seen most recently by New York television viewers as Sally Smart of "Sally Smart's Kitchen" on WOR-TV, is a graduate of Cornell University, where she majored in home economics. She has served as the TV commercial designer for various large food concerns including Pillsbury Mills, Kellogg's and Uncle Ben's Rice; has taught merchandise comparison and sales technique, and was an overseas recreation worker for the American Red Cross.

As food editor on "Home," Miss Kinne replaces Poppy Cannon, who has left the program to accept additional assignments and devote more time to her position as food editor of "House Beautiful" magazine.

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# NBC O & O STATIONS DIVISION

## News

JULES HERBUVEAUX NAMED GENERAL MANAGER OF WMAQ-WNBQ, CHICAGO

Jules Herbuveaux has been appointed general manager of stations WMAQ and WNBQ, Chicago.

Announcement of Herbuveaux's appointment was made today by Charles R. Denny, Vice President in charge of NBC's Owned and Operated Stations Division, who said that the new general manager assumes his duties immediately.

Herbuveaux was formerly assistant general manager of WMAQ and WNBQ. He succeeds the late Harry C. Kopf, who was in charge of the NBC-owned stations in Chicago until his sudden death last month.

In making the announcement, Denny said: "Mr. Herbuveaux's qualifications for the position of general manager of the two NBC Chicago stations are outstanding. He has an intimate knowledge of the stations' operations, he is a prominent member of Chicago's advertising, showbusiness and civic circles, and is a pioneer broadcaster with 25 years service with NBC."

Denny pointed out that, in addition to being a pioneer of sound broadcasting in Chicago, Herbuveaux was instrumental in the establishment and growth of NBC's Chicago television station, WNBQ, which he now heads.

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Jules Herbuveaux's background in Chicago is notable. He spent the early part of his career as a music director, and his orchestra was the first to be heard on station KYW in 1922. In 1927 he arranged and conducted the first music program for NBC in Chicago, and in 1931 formally joined the National Broadcasting Company as music director for the network. He subsequently held various creative and administrative positions with NBC, and in 1939 was made program manager of WMAQ, the company's radio station in Chicago. In 1949, with the advent of television, Herbuveaux was appointed manager of television for NBC's Central Division, and in January, 1953, was named assistant general manager of WMAQ and WNBQ.

Herbuveaux was born in Utica, N.Y., but has spent most of his adult life in Chicago. During World War I, he served in the U.S. Navy. He is married and lives in Wilmette, Ill. He is a member of the Merchants and Manufacturers Club, and the Sunset Ridge Country Club of Winnetka, Ill.

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NBC-New York, 4/14/54





EDWARD BARRY ROBERTS, SCRIPT EDITOR OF 'CIRCLE THEATRE,'  
IS AUTHOR OF NEW BOOK, 'TELEVISION WRITING AND SELLING'

Edward Barry Roberts, script editor of ARMSTRONG'S CIRCLE THEATRE, the weekly dramatic series seen each Tuesday on NBC-TV at 9:30 p.m., EST, is the author of a new book titled "Television Writing and Selling," recently published by The Writer, Inc.

In his official capacity as script editor, Roberts estimates that he has read at least 40,000 scripts submitted for the show and has talked with more than 3,000 writers and writing aspirants.

His book outlines the entire process of writing for TV, from idea through actual production. It includes sample scripts for critical analysis.

Roberts has been script editor of "Armstrong's Circle Theatre" since its premiere on NBC-TV June 6, 1950. He studied drama in George Pierce Baker's famous "47 Workshop" at Yale, where he presently conducts a seminar in TV playwriting for the drama department. His latest work, "The Pink Rose," a novel written in collaboration with Elspeth Woodward, will be published in the Fall of the year.

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NBC-New York, 4/14/54



'HOME' REQUEST FOR 'GROWERY' SOIL FROM STATE OF WASHINGTON  
GOT NO RESPONSE, SO NBC-ITE WHO LIVED THERE FILLS THE GAP

Out West, suh, they take matters in their own hands when the officers of the law don't do their duty.

Displaying that traditional forcefulness of action in an important point of civic pride, present and former residents of the state of Washington have answered NBC's call for a package of soil from the state.

NBC Television's new daily service program, HOME (Monday through Friday, 11 a.m. - 12 noon, EST), asked the governors of the states to submit samples of earth for inclusion in the program's "growery," a studio area for demonstrating vegetables and flowers.

For what are undoubtedly perfect legitimate reasons, the governor of Washington hasn't yet responded to the request. But NBC is a patient place, willing to wait until His Excellency acts, even though this means that the "growery" won't have its fullest growing qualities until it contains the richest soil from the entire nation.

Some Washingtonians proved less patient, however. Nearby Oregon had sent in its parcel of earth, and the private citizens of Washington found out about it -- and acted.

Peg Stewart, secretary to Sylvester L. Weaver, Jr., President of NBC, was one ex-Washingtonian who became aroused. A former resident of Vancouver, Wash., she enlisted the aid of friends there to fill the void. The friends, Mr. and Mrs. Russell Dunbar, contacted the Vancouver Chamber of Commerce.

(more)





Soon Mayor Carter of Vancouver was taking the final steps to give Washington its rightful place in the "growery." He dug up a package of soil from the base of Vancouver's historic Old Apple Tree, oldest apple tree in the Pacific Northwest, planted there by the Hudson Bay Company in 1826. The Chamber of Commerce airmailed the box of rich loam to Miss Stewart. She planted a miniature state flag in the soil and presented it to Arlene Francis, "Home" editor-in-chief.

Other recent contributions have come from Minnesota, Oklahoma, Arkansas, Illinois, Michigan, Missouri, Montana, and Louisiana. Promises of soil have come from Nebraska, Wyoming, Florida, Texas, Arizona and **Utah**.

From Maine, Mississippi, South Dakota, New Mexico, Idaho and Indiana have come nothing -- except a large hole in the "growery."

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NBC-New York, 4/14/54 .



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FRENCH STARS TO SHARE 'SPOTLIGHT ON PARIS,'  
NEW SATURDAY RADIO SERIES

"Spotlight on Paris," a new series with the noted French entertainer, Gregoire Aslan, as emcee, will be heard on the NBC Radio network Saturday, April 17 (7:00-7:30 p.m., EST) and each Saturday thereafter. Georges Guetary, the French singing star of the motion picture "American in Paris," will be special guest on the premiere program.

Each week "Spotlight on Paris" will feature the finest musical entertainers from the French theater, Parisian night clubs and French radio and television.

This special series is presented in co-operation with the French Broadcasting System, and especially produced for NBC at the Radio Diffusion Francaise studios on the Champs-Elysees in Paris.

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MYSTERY ADVENTURES OF 'JASON AND THE GOLDEN FLEECE,'  
STARRING MACDONALD CAREY, RETURN TO NBC RADIO

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With Macdonald Carey starring as Jason, the philosophy-spouting cafe owner, the mystery adventure series JASON AND THE GOLDEN FLEECE will return to NBC Radio on Thursday, April 29 (network except WNBC, 9 p.m., EST). The program will take the time spot formerly held by the radio version of "Truth or Consequences."

Jason, owner of the ship "The Golden Fleece," operates a cafe in a small side-street in New Orleans. To his cafe, where the music of Bach and Chopin played on a concertina is heard often, come people who wish to charter "The Golden Fleece" for a voyage. The erudite ship captain finds good use for his philosophical background in figuring out the visitors' motives. He often helps them find the answer to their problems, which range from unstable marriages to the difficulty of keeping a beautiful Channel swimmer in training.

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NBC-New York, 4/14/54



## CITY OF CHEYENNE TO HONOR ROBERT MONTGOMERY

Robert Montgomery, NBC-TV executive producer and host of the Monday night drama series, ROBERT MONTGOMERY PRESENTS, will be honored by the city of Cheyenne, Wyo., when "Robert Montgomery Day" is celebrated on Monday, April 19.

Mayor V.S. Christensen of Cheyenne has issued the following proclamation, which was presented to Montgomery on the set of his show by Harold C. Lusty, road foreman of engineers for the Union Pacific Railroad Company:

"WHEREAS, the City of Cheyenne and the Union Pacific Railroad Company will be honored in a television play entitled 'Big Boy,' to be featured on the 'Robert Montgomery Presents' program, a lead role in which stars 'Big Boy,' largest steam locomotive in the world and a respected member of our community.

NOW, THEREFORE, I, Val Christensen, Mayor of Cheyenne, do proclaim April 19, in the year of Our Lord, 1954, the date of this dramatic presentation, to be known as

## ROBERT MONTGOMERY DAY

and ask that the citizens of Cheyenne honor the man whose genius and ability have entertained and enlightened peoples the world over."

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April 14, 1954

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STRAUSS' 'SALOME' TO BE PRESENTED AS SEASON'S FINALE  
OF NBC TELEVISION OPERA THEATRE

- - -

Opera to Be Heard in English Version

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Richard Strauss' dramatic opera "Salome" will be the eighth and final production of the 1953-54 season of the NBC Television Opera Theatre Saturday, May 8 (NBC-TV, 4-5:30 p.m., EDT). The opera will be presented in English and, because of the hour-and-a-half time period, will be given with only a few minutes' cut from the complete score.

Elaine Malbin will sing the title role of the young Judean princess; Lorna Sydney will be Herodias, her mother; Andrew McKinley will be King Herod; and Davis Cunningham will be Narraboth, a youth who loves Salome. The role of Jokanaan will be sung offstage by Norman Atkins and acted on stage by John Cassavetes. In the supporting roles, the cast will include Carol Jones, Nathaniel Schub, Robert Holland, Howard Fried, David Williams, Sigmund Mezey, Lee Cass, William Lewis, Kalem Kermoyan, Robert Leffler and Francis Monachino.

Peter Herman Adler, music and artistic director of the NBC Television Opera Theatre, will conduct the performance. Samuel Chotzinoff is the producer and Kirk Browning the director. Charles Polacheck is associate producer.

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The production will be designed by William Molyneux and the costumes by John Boxer. These men have been responsible for all of the opera productions of this season with the exception of "Amahl."

John Butler will choreograph a dance for "Salome." Miss Malbin will perform the beginning and end of the dance, but a dancer will be assigned to the major portion of the erotic dance done by Salome for King Herod.

Richard Strauss based his opera on a German translation of Oscar Wilde's play "Salome" with but a few minor changes and cuts. It was first given in this country in 1907 at the Metropolitan Opera, but was withdrawn after a single performance because of its daring theme. Today, however, it is a standard presentation in the leading opera houses of this country and Europe.

The story is based on the Biblical tale of Salome, who dances for Herod. When he offers her anything she wishes, she demands the head of the prophet Jokanaan (John the Baptist) who has spurned her advances.

The 1953-54 season is the fifth regular season of opera in English given by the NBC Television Opera Theatre. Producer Samuel Chotzinoff has announced that there will be another full season next year, with many of the productions given in color. During the 1953-54 season three productions were given in color: Bizet's "Carmen," "Amahl and the Night Visitors" by Menotti, and Giannini's "Taming of the Shrew." The other productions of this season included Verdi's "Macbeth," a two-part presentation of Mozart's "The Marriage of Figaro," and "Pelleas and Melisande" by Debussy. The NBC Television Opera Theatre received this year's Peabody Award for "distinguished achievement" in music on television.







# NBC RADIO NETWORK NEWS

## RADIO'S 'NEW LOOK'

- - -

NBC's New Basic Radio Sales Presentation Is Explained  
By Vice President Fineshriber at Press Preview

Radio's "new look" -- based on rapidly changing listening habits that have helped to stimulate the medium to bigger and faster growth today than ever before -- was graphically outlined at a special press preview Thursday afternoon (April 15) by the NBC Radio Network.

It's a "new look" focused sharply on these basic facts:

Measure radio and you measure America. Of the 47,500,000 homes in the United States, 46,600,000 are radio homes.

Today there are 117,000,000 radio sets in this country -- 117,000,000 listening posts for the message of the American advertiser.

Radio is moving rapidly away from the living room to the kitchen, the den, the bedroom, the car. Two out of every three radios bought in 1953 were purchased for use outside the living room.

(more)



Each week a tremendous audience of 41,500,000 families listens to radio, not for one minute or one hour but for an average per home of almost 24 hours.

NBC Radio, through new programming techniques, new buying methods and new sales strategies, is expertly geared to help the advertiser reach this new kind of radio listening around the house and around the clock.

These were the highlights of NBC Radio's new Basic Radio Sales Presentation explained at the press preview. William H. Fineshriber Jr., Vice President in Charge of the NBC Radio Network, presided at the conference, which also was attended by Ted Cott, Operating Vice President of NBC Radio; Fred Horton, director of NBC Radio sales; and Ridgway Hughes, manager of sales presentations.

Beginning Monday, April 19, NBC Radio salesmen will be making the new sales presentation to prospective clients and agencies. At the preview, Fineshriber, using slides to illustrate his talk, brought out these impressive points:

The 117,000,000 radio sets in the country today are more than two and a half times as many as the number of radio homes (or radio living rooms) in the country.

Thus, "family listening" to radio in the living room is being augmented by audiences throughout the house. The floor plan of today's radio home features radios in the living room, kitchen, bedroom, den, children's room, on the terrace and in the car.

The figures tell this story simply. Measured in total distribution, two out of every three radios in the country are used outside the living room -- more than 70,000,000 of the nation's 117,000,000 sets.

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THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

115,000,000 VOLS.

THE NEW YORK PUBLIC LIBRARY

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115,000,000 VOLS.

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THE NEW YORK PUBLIC LIBRARY

ASTOR LENOX TILDEN FOUNDATION

115,000,000 VOLS.



More radios are being bought today than ever before, with one new set purchased every three and a half seconds.

In 1953, for example, 12,000,000 radios were purchased in this country. This is one-third more than were bought in 1952 and 71 per cent more than the number of television sets bought in 1953.

In buying these 12,000,000 sets, the American public paid the vast sum of \$575,000,000 -- over half a billion dollars in cash, solid evidence that people are finding more different uses of radio both within and without the home.

And after buying these sets, the public is turning them on.

Nielsen audience reports alone, based primarily on living room listening, show that 41,500,000 families listen to radio for an average per home of nearly one full 24-hour day each week. In the mornings, 34,000,000 families spend six and a half hours per week with radios; in the afternoons, more than 33,000,000 families spend eight hours each week listening to the radio; and in the evenings, more than 35,000,000 families spend nine hours each week with the radio turned on.

Impressive as they are, these audience figures reflect primarily living room listening, Fineshriber pointed out. Meanwhile, there are 70,000,000 radios in other rooms and outside the home.

"With 117,000,000 radio sets being used by 46,600,000 families, it no longer can be said that one radio makes a radio home," Fineshriber said. "Likewise, one commercial does not equal an advertising campaign. To advertisers, the expansion of radio listening throughout the house and throughout the day dictates new selling strategies -- tactics that emphasize the need for around-the-clock

(more)



circulation, cumulative coverage of millions of different homes, frequency, or the repetition of the sales message over and over to the same people. Radio's ability to pre-select the advertiser's market becomes even more valuable. Likewise, there is continuing need for advertising which can merchandise -- 'name' talent which can be promoted through attention-getting displays at the retail level.

"For all national advertisers, regardless of the size of their budget, NBC Radio provides new ways economically to achieve these primary objectives."

Fineshriber then outlined the five basic buys on NBC Radio, buys that offer a plan for every sales objective, every budget:

1 -- The exclusively sponsored nighttime program, with its long history of successful selling, which today sells at its lowest cost in years and on NBC is reaching a cumulative audience of 11,500,000 different homes (22,000,000 different listeners) in a 12-week period.

2 -- The daytime quarter-hour strip, which for years has provided commercial impact and cumulative coverage of the housewife audience, and which today offers saturation coverage of nearly 17,000,000 homes during a 12-week period on NBC Radio.

3 -- The Three Plan, an NBC-pioneered concept of insertion buying which capitalizes on the changing listening habits of the public and reaches more customers at less cost. Through morning and afternoon audience participation shows and the "Fibber McGee and Molly" nighttime program, the advertiser puts his message on the air to reach mass audiences of different types at different hours of the day.

(more)







"The record of 'Fibber McGee and Molly' shows dramatically how the participation concept pays off in mass audiences of different homes," Fineshriber said. "During the 1952-53 season, McGee and Molly, as a half-hour program once a week, reached 2,700,000 homes at a cost of better than \$21,000. This season, their weekly audience is more than 3,800,000 different homes and one participation every night would cost but \$14,500 weekly. In the participating 15-minute strip format, McGee and Molly enable an advertiser to reach 40 per cent more homes at 33 per cent less cost."

4 -- The participation buy into "Weekend," NBC Radio's new Sunday Newspaper of the Air, which sells at only \$2,250 per participation and which had become the highest rated Sunday afternoon show in the business by the end of its fifth week on the air.

5 -- The participation buy into "Roadshow," four-hour Saturday afternoon program which also sells for \$2,250 per participation and which is the only national show beamed directly at the country's 29,000,000 car radios.

"This, then, is the NBC Radio Network ...designed for the floor plan of America's new radio home with 117,000,000 rooms," Fineshriber said, and concluded:

"The advertiser's customers live in 47,000,000 of these radio homes across the country. Last year they spent \$575,000,000 cash on the line for new radios, and two out of three of these 12,000,000 new radios are being used out of the living room.

"To get to all of these radios, in and out of the home, NBC Radio has designed new programs and new efficient buying methods for maximum listening at minimum cost...around the new radio home and around the clock."

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NBC-New York, 4/15/54



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NEW 'SHOWCASE' SERIES OFFERS TOP SHOWS OF ENGLISH RADIO

SHOWCASE, a new series presented in cooperation with the British Broadcasting Corporation, will be heard on the NBC Radio Network Saturdays from 6:30 to 7 p.m., EST (starting April 17).

"The Man Who Could Work Miracles" by H.G. Wells will be the first dramatic offering on April 17. A musical production will be presented April 24.

"Showcase" will invite the reaction from NBC listeners to a series of various top half-hour programs as originally heard on English radio. Each week the show will present a different type of BBC program to American audiences, including the best from the British musical comedy theatre, symphonic and light concerts, various dramatic presentations, round-tables, forums and interview type programs.

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April 16, 1954

\*  
TONY MARTIN STARS IN NBC-TV MONDAY SERIES  
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Singing star Tony Martin will start a new series, THE TONY MARTIN SHOW, on NBC-TV Monday, April 26 (7:30 p.m., EDT).

Martin has scored for many years as a headliner in radio, television, recordings, motion pictures, night clubs, and stage shows. His RCA Victor recordings have been consistently in the "best seller" class.

The new quarter-hour TV program will reflect "Tony Martin himself." There will be a thread of continuity, with the major emphasis on the singing of the star.

Opening program musical numbers will include "There's No Tomorrow," "Secret Love," "Here" and "Rainy Day." On this show, too, Martin will do a song in the manner of Dinah Shore, Eddie Fisher and Perry Como as well as in his own way. Hal Bourne will be music director.

The first two programs will originate in New York, and the show will come from Hollywood on subsequent weeks.

The New York programs will be produced by Steve Hatos and directed by William Sterling. When the show moves West, Bud Yorkin will be producer-director-writer. A guest star policy will be inaugurated then with Martin as host.

"The Tony Martin Show" will be sponsored by the Toni Company, for Bobbi Home Permanent, Toni White Rain Lotion Shampoo and Tame Creme Rinse.

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'KUKLA, FRAN AND OLLIE' GOES TO NEW  
SUNDAY AFTERNOON TIME-SPOT APRIL 25

Burr Tillstrom's KUKLA, FRAN AND OLLIE program will be seen at a new time beginning Sunday, April 25. Formerly telecast from 3:30 to 4 p.m., EST, the popular program will move to the 5:30 to 6 p.m., EDT, time spot.

Effective on this date also, the program will be presented on a three-weeks-out-of-four basis, with the "Hallmark Hall of Fame" (5 to 5:30 p.m., EDT), being expanded to a full hour (5 to 6 p.m., EDT) on every fourth Sunday.

"Kukla, Fran and Ollie" will continue to be sponsored by Swift and Company, for Pard Dog Food. J. Walter Thompson is the agency.

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MRS. CORWITH TO PRESIDE AT AWRT CONVENTION

Mrs. Doris Corwith, NBC supervisor of public affairs programs and national president of American Women in Radio and Television, will fly to Kansas City, Mo., on Tuesday, April 20 to preside at the AWRT convention there April 22-25. On April 20 Mrs. Corwith will address the Women's Chamber of Commerce of Kansas City. Her subject will be "It's Service That Sells."

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THURSDAY, APRIL 24, 1936  
SUNDAY AFTERNOON EDITION

THE NEW YORK TIMES, APRIL 24, 1936, PAGES 1-4  
A NEW YORK TIMES EDITION, APRIL 24, 1936, PAGES 1-4  
TO THE NEW YORK TIMES, APRIL 24, 1936, PAGES 1-4  
THE NEW YORK TIMES, APRIL 24, 1936, PAGES 1-4

Effective on this date also, the program will be presented in  
a three-hour-a-day basis, with the program will be presented in  
5:30 p.m. (EST), being extended to a full hour (5 to 6 p.m. EST) on  
every fourth Sunday.

"The New York Times" will continue to be presented in  
Swift and Company, for last day of the J. Walter Thompson is the agency.

THE NEW YORK TIMES AT THE CONVENTION

The New York Times, the newspaper of public affairs, the  
great and national president of the United States in 1936 and 1937,  
will fly to Kansas City, Mo., on Tuesday, April 22 to provide for the  
first convention there April 22-23. On April 23 the Convention will be  
directed by the Women's Chamber of Commerce of Kansas City. The meeting will  
be "It's Service That Believes."



# NBC

## TRADE NEWS

April 19, 1954

### NEW TV STATION IN BUFFALO TO BECOME BASIC AFFILIATE OF NBC

The new Buffalo, N.Y., television station authorized recently by the FCC for operation on Channel 2 will become a basic affiliate of the National Broadcasting Company, it was announced (April 16) by Harry Bannister, NBC Vice President in charge of Station Relations, and George F. Goodyear, President of Niagara Frontier Amusement Corp., owner of the station.

The new station, which is expected to go on the air in June of this year with 100,000 watts power, will be the second VHF station in the community and will offer outstanding coverage and service to 365,000 television homes in the important Niagara frontier market, including Buffalo and Niagara Falls.

The ownership of the new station, in addition to George Goodyear, includes such prominent community leaders as Seymour H. Knox, Paul A. Schoellkopf Jr., J. Frederick Schoellkopf IV, Arthur Victor Jr., and J. Eugene McMahon, as well as Myron P. Kirk, senior vice president of the Kudner Agency, one of the leading advertising agencies of the country. It is expected also that the Niagara Falls Gazette, of which Alanson C. Deuel is publisher, will acquire a 25 per cent interest in the station.

(more)



In announcing the new affiliation, Bannister said, "The National Broadcasting Company is delighted to welcome the new Buffalo television station to affiliation with its television network, which is associated with so many of the finest stations in the United States. We consider this affiliation as particularly important. It will provide the public of the Buffalo community with an outstanding program service and will offer our network advertisers excellent coverage in the large Buffalo market. We are particularly gratified to be associated with Mr. Goodyear and his organization, which represents a cross-section of the civic and business leadership of the community."

Goodyear said, "Our affiliation with NBC Television will enable us to bring to advertisers in the Buffalo and Niagara Falls communities the finest in television network programming, which we will supplement with stimulating local shows of community interest originating from our own studios. As a result of this affiliation with NBC, our station will be able to lead in the development in our community of the exciting new medium of color television with all that it promises in entertainment and education. We are happy to be associated with the nation's leading network, which has such an enviable record of pioneering in the industry and service to the public."

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NBC-New York, 4/19/54





April 19, 1954

PATIENTS AND DOCTORS TO APPEAR ON 'MARCH OF MEDICINE'  
TV REPORT ON TREATMENT OF ARTHRITIS AND RHEUMATISM

FOR RELEASE THURSDAY P.M., APRIL 22

A first-hand report on the present status of the treatment of arthritis and rheumatism, two of the country's most serious health problems, will be televised on a coast-to-coast NBC-TV network Thursday, April 29 (10-10:30 p.m., EDT). The program is the second in the new Spring series of "March of Medicine" sponsored and produced by Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, in cooperation with the American Medical Association.

The program will bring reports from some of the nation's outstanding medical schools and research centers. Patients will appear with doctors in dramatic demonstrations of the progress being made in the treatment of arthritis and rheumatism, and the program also will include a report on the wonder hormone drug, cortisone, which has brought benefits to many sufferers from arthritis and rheumatism.

From Boston the television audience also will hear Dr. Walter Bauer, Jackson professor of clinical medicine at Harvard Medical School and chief of medical services at Massachusetts General Hospital, review the arthritis and rheumatism "family" of diseases.

(more)



From New York University College of Medicine, Dean Currier McEwen, director of the Study Group in Rheumatic Diseases; Dr. Morris Ziff, instructor of medicine, and Maxwell Schubert, Ph.D., adjunct associate professor of chemistry, will report on basic research being done on connective tissue.

Dr. Joseph Bunim, clinical director of the National Institute of Arthritis and Metabolic Diseases, National Institutes of Health, Bethesda, Md., will report on animal diagnostic tests for rheumatoid arthritis.

Dr. Charles H. Slocumb of the Mayo Clinic, Rochester, Minn., will discuss the current status of cortisone in relation to arthritis and rheumatism. Dr. Edward W. Lowman, assistant professor of physical medicine and rehabilitation at New York University College of Medicine, and clinical director of the Institute for Physical Medicine and Rehabilitation, will describe some of the work done in rehabilitation of arthritics through a team approach.

The April 29 "March of Medicine" is the tenth program sponsored and produced by Smith, Kline & French in cooperation with the A.M.A. since June, 1952, and follows reports on such subjects as heart disease, cancer and overweight. On June 24 a special coast-to-coast report will be presented from the annual meeting of the American Medical Association, meeting in San Francisco.

As with previous programs in the recent Fall and Spring Series, SKF has purchased time for the "March of Medicine" through special arrangement with United States Tobacco Company, whose program, "Martin Kane," is replaced on the nights of the special medical telecasts.

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TOP RATING FOR TV 'DRAGNET'

Tops in Trendex -- that's DRAGNET, NBC-TV's Thursday night police-action program based on files of the Los Angeles Police Department.

The latest Trendex TV Program Popularity Report, for the week April 1-7, puts "Dragnet" in the No. 1 spot with a rating of 46.3. Starring Jack Webb, "Dragnet" is seen on Thursdays from 9-9:30 p.m., EST.

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# NBC PRESS DEPARTMENT

ARABIAN NIGHTS THEME WILL HIGHLIGHT FIRST COLORCAST  
OF 'VOICE OF FIRESTONE'; DOROTHY WARENSKJOLD  
AND ROBERT ROUNSEVILLE TO BE GUESTS

Producer Charles Polacheck has planned a vivid musical program with spectacular sets and costumes for the first telecast in color of the VOICE OF FIRESTONE Monday, May 3 (NBC-TV and Radio, 8:30 p.m., EDT). The program will be available in high quality black and white on the nation's existing sets.

The first five numbers on the simulcast have been arranged as an Arabian Nights sequence, which enables set designer Willis Connors and costume designer Edythe Gilfont to work with brilliant Oriental colors and sumptuous fabrics. Dancer Beatrice Kraft, noted for her adroit satiric adaptations of traditional Oriental dances, will be featured in the production.

Soprano Dorothy Warenskjold and tenor Robert Rounseville will be guests, with Howard Barlow conducting the Firestone Symphony Orchestra. There will be two numbers from the opera "Prince Igor" by Borodin, the orchestra presenting "Dance of the Slave Maidens" and, with the chorus, "Dance of the Polovetzians."

The two guest singers will be heard in "O Soave Funciulla," the closing duet from Act I of the opera, "La Boheme" by Puccini and, with the chorus, in "Rose of the World" from "Rose of Algeria" by Herbert and "Will You Remember?" from "Maytime" by Romberg.

(more)





Miss Warenskjold's solo will be "Song of India" from "Sadko" by Rimsky-Korsakov. Rounseville's solo will be "Where My Caravan Has Rested" by Lohr. The prelude to Act III of "Lohengrin" by Wagner will be an orchestral offering.

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NBC-New York, 4/19/54

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NOTE TO EDITORS:

No color telecasts are scheduled on NBC-TV  
for the week of April 25 - May 1.

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SENATE SUB-COMMITTEE HEARINGS

ON NBC-TV AND RADIO

NBC has announced its schedule for television and radio coverage of the hearings of the Senate Permanent Investigations Subcommittee which are expected to open Thursday morning, April 22 in Washington, D.C.

The sessions of the first two days of the hearings will be carried "live" by the NBC Television Network. The times are expected to be 10:30 a.m. to 12:30 p.m., and 2:30 p.m. to 4:30 p.m., EST. Developments at the hearings will determine the TV Network coverage of further sessions.

The NBC Radio Network will devote the 12:30 to 3 p.m., EST, periods to coverage of these hearings, beginning on the day they open and continuing daily. Independently-owned Radio Network Stations will be able to broadcast this coverage of the hearings on an immediate or delayed basis. These broadcasts will consist of both tape-recorded and direct pickups. In addition, the NBC Radio Network will present, on a daily basis, from 10:15 to 11 p.m., EST, the "highlights" of the hearings.

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NBC-New York, 4/19/54







**SPOT SALES**

# *News*

## CROSLEY BROADCASTING CORPORATION AND NBC SPOT SALES ENTER RECIPROCAL NATIONAL SALES REPRESENTATION PLAN

The completion of a reciprocal national sales representation arrangement between the Crosley Broadcasting Corporation and NBC Spot Sales to gain the maximum in selling depth and client servicing was announced today by Robert E. Dunville, president of Crosley, and Thomas B. McFadden, director of NBC Spot Sales. The new plan will be in operation effective Sept. 1.

Under the terms of the arrangement, NBC Spot Sales will represent the Crosley properties in Detroit and on the West Coast. The Crosley properties represented by NBC Spot Sales will include WLW and WLW-T in Cincinnati, WLW-D in Dayton, WLW-C in Columbus, and WLW-A in Atlanta.

Crosley Broadcasting Corporation in turn will represent the NBC Spot Sales list of stations in the Cincinnati, Dayton and Columbus markets. Crosley will not represent NBC Spot Sales clients in Atlanta due to the fact that NBC Spot Sales has already established representation in this market.

Crosley will continue to operate its own exclusive sales offices in New York and Chicago.

(more)



## 2 - NBC Spot Sales

"The reciprocal policy between Crosley and NBC Spot Sales was arrived at to effect a closer liaison between sales and client on a national level," Dunville said. "When the new plan is operational, there will be a constant exchange of sales ideas and procedures between the two groups to further aid clients of Crosley and NBC Spot Sales and gain the ultimate in coordination and sales effectiveness."

McFadden, who visited the Crosley headquarters in Cincinnati for the contract signing, said, "NBC Spot Sales approaches the reciprocal arrangement with Crosley with enormous enthusiasm. It provides our clients with additional sales representation in some of the country's most important markets and, of course, our whole organization is proud to add the Crosley stations to its ever-growing roster of outstanding radio and television properties. There is nothing but success ahead for both parties of the agreement."

Dunville, in announcing the new plan, laid stress on the excellent job performed by Tracy Moore, long-time representative of Crosley properties on the West Coast.

"Even though we feel that the representation by Mr. Moore and his associates has been extremely profitable, it was our belief when we entered negotiations that the additional scope offered by the linking of Crosley and NBC Spot Sales would more than outweigh the fine job performed by Mr. Moore," Dunville said.

As part of the training plan prior to the new arrangement becoming effective, NBC Spot Sales account executives are visiting Crosley properties to acquaint themselves thoroughly with the facilities and the operational procedures utilized by the WLW stations.

(more)



The reciprocal policy between Canada and the United States  
was aimed at to effect a closer liaison between them and to  
a national level," he said. "What has been done is to  
there will be a constant exchange of ideas and procedures  
between the two groups to further the interests of Canada and the U.S.  
and gain the benefits in harmonization and sales effectiveness."  
Hofstadter, who visited the Canadian headquarters in Cleveland  
for the purpose of signing, said, "The U.S. sales agencies are  
in constant communication with Canada with numerous officials. It  
provides our clients with national sales representation in each of  
the country's most important markets and, of course, our whole organi-  
zation is geared to add the U.S. clients to the ever-growing number  
of outstanding radio and television properties. There is nothing out  
there there for both parties of the agreement."

Finally, in announcing the new deal, he said that the  
agreement was reached by the U.S. and Canadian representatives of  
radio properties on the west coast.

"Even though we have had the representation in the U.S. and  
the association has been extremely profitable, it was our belief that  
the reciprocal negotiations that the additional sales offered by the U.S.  
of radio and U.S. sales would more than outweigh the time and  
effort by the U.S.," he said.

As part of the training film shown at the last symposium, he  
said, "The U.S. sales agencies and visiting U.S. sales  
agencies to receive the U.S. sales agencies thoroughly with the U.S. sales and  
the U.S. sales agencies visited by the U.S. sales."



3 - NBC Spot Sales

Crosley, by the same token, has increased its sales force in the Cincinnati, Dayton, and Columbus markets and has instituted a training program to provide the best possible representation for NBC Spot Sales clients.

Harry Mason Smith, vice president in charge of sales for the Crosley outlets, joined Dunville in negotiations with McFadden.

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NBC-New York, 4/20/54



# NBC

## TRADE NEWS

April 20, 1954

### NBC SOUVENIR SHOP OPENS AT NETWORK'S NEW YORK STUDIOS; FEATURES MERCHANDISE IDENTIFIED WITH PROGRAMS

The NBC Souvenir Shop -- offering a variety of merchandise at popular prices -- has opened on the mezzanine floor of the NBC Studios in the RCA Building in New York.

Opening of the shop marks the first direct activity by NBC in its recently announced plans to develop new fields of subsidiary rights and activities growing out of the network's broadcast operations. Ted Cott, Operating Vice President of the NBC Radio Network, has been assigned additional duties in connection with the exploitation of subsidiary rights under the company's talent and program contracts.

Among the articles, all NBC-identified, to be on sale at the Souvenir Shop are charm bracelets, pennants, pen and pencil sets, handkerchief sets, men's jewelry, flashlights, key chains and tags, compacts, T-shirts, Ding Dong School books, pipe cleaner play sets, games, balloons, animals and games, and Howdy Doody toys, slates, wash mitts and towels.

Staffed by members of NBC's Guest Relations Department, the Souvenir Shop is located at the entrance to the lounge where 500,000 visitors annually start their tour of the NBC studios in New York. The shop was built by the Gerber Construction Company of New York.

(more)





2 - NBC Souvenir Shop

A second phase of NBC's new program of exploitation of subsidiary rights and activities is the licensing of manufacturers to produce merchandise identified with NBC stars, programs and features. The network already has signed contracts for the production of Pinky Lee items and J. Fred Muggs hand puppets, which also will be on sale at the shop, and is currently negotiating with other prospective licensees.

Mitchell Benson is serving as Cott's principal assistant in connection with talent and program negotiations arising under the new activity. Sydney Rubin is supervisor of operations, and is chief buyer for Souvenir Shop merchandise.

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NBC-New York, 4/20/54



CREDITS FOR 'CITIZENS AT WORK' SERIES ON NBC RADIO

NOTE TO EDITORS: The following credits are for your convenience  
in reviewing.

PROGRAM: CITIZENS AT WORK

PREMIERE: Sunday, April 25

NETWORK: NBC Radio

TIME: Sundays, 1-1:30 p.m., EDT, network  
except WNBC; WNBC only, 11:30 p.m.-  
12 mid., EDT.

DESCRIPTION: Dramatized stories of successful  
citizen action against crime,  
corruption, poor schools, public  
apathy and inefficient government  
in American communities.

PRODUCED IN COOPERATION WITH: National Municipal League

PRODUCER: Wade Arnold

DIRECTOR: Harry Frazee

WRITERS: Various

POINT OF ORIGIN: New York

FIRST BROADCAST: "The Scranton Story," dramatization  
about a Pennsylvania coal city  
which no longer faces serious  
problems caused by many mine  
shutdowns. Written by Jack Wil-  
son.

SUBSEQUENT WEEKS: Daytona Beach, Fla. May 2; Greenwich,  
Conn., May 9; Kansas City, Mo.,  
May 16; Columbia, S.C., May 23;  
Canton, O., May 30; Roanoke, Va.,  
June 6; Brookfield, Ill., June 13;  
New Orleans, La., June 20; Rich-  
mond, Cal., June 27.

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## TRADE NEWS

April 21, 1954

LIGGETT & MYERS RENEWS 'DRAGNET'

FOR YEAR ON NBC RADIO NETWORK

- - -

Series to Remain on Air Through Summer

Liggett & Myers Tobacco Company will continue the award-winning DRAGNET throughout the Summer, and has renewed its contract for the program on NBC Radio (Tuesday, 9 p.m., EST) for an additional 52 weeks starting Sept. 28, it was announced today by Fred Horton, director of sales for the NBC Radio Network.

The "Dragnet" radio series dates back to June, 1949, when the first dramatization of an actual case from the files of the Los Angeles Police Department was aired.

Designed to give a realistic, authentic presentation of the work involved in the solution of a crime, "Dragnet" made a favorable impression upon radio listeners all over America and won many awards.

"Dragnet" is produced by Stanley Meyer and directed by Jack Webb. John Robinson writes the scripts for the program. Technical advice comes from the office of Chief William H. Parker of the Los Angeles Police Department.

"Dragnet" is sponsored in behalf of Chesterfield Cigarettes. The agency is Cunningham and Walsh Advertising, Inc.

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April 21, 1954

BERNARD BARUCH'S LECTURES AT CITY COLLEGE OF N.Y.  
TO BE FILMED FOR THREE NBC TELECASTS IN MAY

FOR RELEASE SUNDAY, APRIL 25

The philosophy and outlook of Bernard M. Baruch, elder statesman and adviser to Presidents, will be summed up in his three appearances on NBC Television during May.

NBC will film three lectures which Baruch will deliver at the City College of New York, School of Business, which was named in Baruch's honor last year. Baruch was a member of the Class of 1889 at C.C.N.Y.

The talks will be telecast between 3:30 and 4 p.m., EDT, on three Sundays, May 9, 16 and 23. The first lecture will deal with "the failure of man to adjust himself to the complex laws that govern his everyday life." The second and third concern "the law of supply and demand" and "the relations between the citizen and his government."

Baruch has held key positions in both official and unofficial capacities since 1917, when President Woodrow Wilson placed him in charge of war production. During World War II, President Franklin D. Roosevelt chose him for several important assignments, among them to

(more)





make a study of the rubber shortage and, later, to draft a plan for post-war adjustment.

After the war, Baruch was appointed American representative on the United Nations Atomic Energy Commission. He drafted the American plan for control of atomic energy.

The telecasts will be edited by the NBC documentary film unit, of which Henry Salomon is chief.

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NBC-New York, 4/21/54





# COLOR TELEVISION NEWS

OK

NBC-TV NETWORK'S COLOR TELEVISION OUTLETS WILL BE MORE THAN DOUBLED IN '54 WITH TOTAL OF 54 'TINT' STATIONS ANTICIPATED

The National Broadcasting Company's color television network will be more than doubled in station lineup by the end of the year.

O.B. Hanson, NBC Vice President and Chief Engineer, said 31 stations throughout the nation would be equipped to carry color programs within the next eight months. These stations are in addition to 23 now carrying colorcasts. The color network is an existing part of the black and white network.

The 54-station lineup will make colorcasts available in an area comprising 27,100,000 homes or 60 per cent of all homes in the United States. There are an estimated 22,000,000 TV sets in this area or 78 per cent of all TV sets in the nation. More than 30 stations have signified their intentions of equipping for colorcasts in 1955.

These cities and stations will be equipped for colorcasts before the end of 1954: Kansas City, WDAF-TV; Oklahoma City, WKY-TV; Fort Worth, WBAP-TV; Dallas, WFAA-TV; Birmingham, WBRC-TV; Youngstown, WFMJ-TV; Fresno, KMJ-TV; Dayton, WLW-D; Columbus, WLW-C; Huntington, WSAZ-TV; Schenectady, WRGB; Utica, WKTV; Syracuse, WSYR-TV; Houston, KPRC-TV; San Antonio, WOAI-TV; Winston-Salem, WSJS-TV; Memphis, WMCT; New Orleans, WDSU-TV; Atlanta, WSB-TV; Davenport, WOC-TV; Bloomington, WTTV; Louisville, WAVE-TV; Grand Rapids, WOOD-TV; Wheeling, WTRF-TV;

(more)





Roanoke, WSLS-TV; San Diego, KFSD-TV; Portland, KPTV; Seattle, KOMO-TV; Fort Lauderdale, WFTL; Jackson (Miss.), WLBT; and Peoria, WEEK.

These cities and stations are now equipped to carry color:  
New York, WNBT; Washington, WNBW; Chicago, WNBQ; Cleveland, WNBK;  
Hollywood, KNBH; Philadelphia, WPTZ; Baltimore, WBAL-TV; Wilmington,  
WDEL-TV; Cincinnati, WLW-TV; Toledo, WSPD-TV; Detroit, WWJ-TV; Milwaukee, WTMJ-TV; St. Paul, KSTP-TV; St. Louis, KSD-TV; Omaha, WOW-TV;  
Denver, KOA-TV; Salt Lake City, KDYL-TV; San Francisco, KRON-TV;  
Wilkes-Barre, WBRE-TV; New Haven, WNHC-TV; Johnstown, WJAC-TV; Boston, WBZ-TV; Providence, WJAR-TV.

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NBC-New York, 4/21/54



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VINTON FREEDLEY, JR., NAMED NATIONAL  
SALES MANAGER FOR NBC RADIO NETWORK

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Vinton Freedley, Jr., has been promoted to national sales manager of the NBC Radio Network, it was announced today by Fred Horton, director of radio network sales.//

Freedley will assist Horton, William H. Fineshriber, Jr., Vice President in Charge of the NBC Radio Network, and Ted Cott, Operating Vice President of the Radio Network, in the development of new program sales plans and policies. He will report to Horton.

Freedley joined NBC as a radio account executive in 1951, coming from Batten, Barton, Durstine and Osborne, where he was an account executive on the Lucky Strike account. A 1940 graduate of Harvard, Freedley first went into the sales end with the American Tobacco Company, later going to Foote, Cone & Belding in charge of the Lucky Strike radio programs, and subsequently to BBD&O.

He is married, has four children and lives in Greenwich, Conn.

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ROBERT MONTGOMERY TAKES POST OF NATIONAL CO-CHAIRMAN  
FOR 1954 MULTIPLE SCLEROSIS CAMPAIGN

Robert Montgomery, executive producer at NBC and host-narrator of the NBC-TV drama series, ROBERT MONTGOMERY PRESENTS, has accepted the post of national co-chairman of the 1954 Multiple Sclerosis Campaign which began April 20 and continues through June 15.

Serving with Montgomery as leaders of the campaign are co-chairman Francis L. Whitmarsh, president of Francis H. Leggett & Co. of New York, and Mrs. Dwight D. Eisenhower, honorary chairman of the drive.

The campaign seeks to raise \$1,500,000 for the National Multiple Sclerosis Society for a program of research, clinics and rehabilitation for about 250,000 victims of multiple sclerosis. Additional millions affected by other neurological diseases also will benefit from this program.

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NBC-New York, 4/21/54







# NBC O & O STATIONS DIVISION

## News

OK  
HENRY T. SJOGREN APPOINTED ASSISTANT GENERAL MANAGER  
OF WMAQ-WNBQ, CHICAGO

~~Appointment of~~ Henry T. Sjogren, business manager of NBC Owned and Operated Stations and of NBC Spot Sales Division, was appointed assistant general manager of WMAQ and WNBQ, NBC's stations in Chicago, it was announced ~~today~~ by Jules Herbuveaux, general manager of the stations. //

Sjogren will report to Herbuveaux and will assume his new responsibilities immediately. Herbuveaux said, "The management and staff of WMAQ and WNBQ welcome to the NBC Chicago family an administrator of the proven capabilities of Mr. Sjogren. His long experience as a business executive will prove invaluable to the continued success of WMAQ and WNBQ."

The new assistant general manager of the NBC-owned Chicago stations joined NBC in 1949 as controller of the radio network. In 1952 he was appointed business manager of the Owned and Operated Stations Division.

Sjogren was born in Brooklyn, N.Y. May 31, 1910. He began his business career in 1928 as a cost accountant. Subsequently he was assistant to the executive vice president of the Sonotone Corporation

(more)



2 - Henry T. Sjogren Appointment

from 1932 to 1937, assistant controller of Johns Manville Corporation from 1937 to 1945, mill controller of Deering Milliken Corporation for two years, and general manager and controller of another eastern textile firm until 1949 when he joined NBC.

Sjogren is married and is the father of two children, Henry T., Jr., age 14, and Leslie Ann, age 4. His family will move to Chicago soon. He is a member of the Controllers Institute of America, the American Management Association and the National Association of Cost Accountants.

His hobby is yachting and he is a member of the Harlem Yacht Club of City Island, N.Y. He also belongs to the U.S. Coast Guard Reserve.

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NBC-New York, 4/21/54





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release*

April 22, 1954

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23 HONORS IN VARIETY'S SHOWMANAGEMENT REVIEW

GO TO NBC PROGRAMS, DIVISIONS AND AFFILIATES

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Twenty-three programs, divisions and affiliates of the National Broadcasting Company have been honored with plaque awards, citations and highlight mention in Variety's 21st Annual Radio and Television Showmanagement Review. Results of the publication's Showmanagement Review for 1953-54 were announced April 21.

Two NBC-TV programs were honored with Special Citations. The "NBC Television Opera Theatre" received a showmanship accolade for "hitting a new high in artistic level this season."

"Thanks to the public service-minded Board Chairman, David Sarnoff...and under the expert guidance of Samuel Chotzinoff and Peter Herman Adler, the Opera Theatre emerged far and away as the No. 1 cultural sustaining program in television," Variety reported.

Second NBC-TV program to receive a Special Citation is the "Philco-Goodyear Television Playhouse," which, according to Variety, "has become the most consistent of the medium's dramatic showcasers."

The NBC Film Division won a Variety TV Film Award for "sparking a drive that pumped life into the floundering economics of the TV-film industry" and reminding the industry of "that old show business maxim about giving the public a good show above all."

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## 2 - Showmanagement Awards

"To Robert W. Sarnoff (since moved to the network as Executive V.P.) and to Carl Stanton, his successor as veepee of the division, and to all the NBC Film Division staff, 'Variety' doffs its hat for a job well done," the award reads.

Another Showmanagement Citation went to "The Railroad Hour," which "week after week on NBC Radio emerges as one of the brighter tonics on the AM kilocycles."

Three NBC affiliates received Plaque Awards and were listed on Variety's Honor Roll of Radio-TV Stations. They are:

WKY-TV, Oklahoma City, for "serving the public interest"; WSM, Nashville, "outstanding music station"; and KDYL-TV, Salt Lake City, for "new use of TV in education."

The following NBC owned stations or affiliates received highlight mention in the Showmanagement Review:

WSB, Atlanta; WDAK, Columbus, Ga.; WAVE, Louisville, Ky.; KDKA, Pittsburgh; WSB-TV, Atlanta; KNBH, Hollywood, WRGB, Schenectady; WNBW, Washington; WTAM, Cleveland; WPTZ, Philadelphia; WMAQ-WNBQ, Chicago; WLW-T, Cincinnati; WJAR-TV, Providence, R.I.; KOA, Denver; KVTW, Sioux City, Iowa; and WBT-TV, Charlotte, N.C.

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NBC-New York, 4/22/54





HELENE CURTIS INDUSTRIES, INC., TO SPONSOR  
'TOP PLAYS OF 1954' ON NBC-TV

Helene Curtis Industries Inc. of Chicago will present a series of 13 filmed dramas, TOP PLAYS OF 1954, on NBC-TV beginning Tuesday, June 1, (9:30-10 p.m., EDT).

The order was placed through Earle Ludgin & Company of Chicago for the Helene Curtis product, Lanolin Discovery Spray Net. The series will continue through Tuesday, Aug. 24, in the time period of "Armstrong's Circle Theatre," which will be on vacation for the Summer.

"Top Plays of 1954" will present leading Hollywood stars in a specially selected half-hour series of dramatic and comedy offerings, with an adult family slant.

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# NBC O & O STATIONS DIVISION

## News

THOMAS S. O'BRIEN PROMOTED TO DIVISION BUSINESS MANAGER  
OF NBC OWNED STATIONS AND NBC SPOT SALES

Thomas S. O'Brien has been promoted ~~to the position of~~ division business manager for NBC Owned Stations and NBC Spot Sales. An-  
nouncement of the promotion was made today by Charles R. Denny, NBC  
Vice President in charge of the Owned and Operated Stations Division.  
O'Brien's appointment becomes effective immediately. He succeeds  
Henry T. Sjogren, who yesterday was named assistant general manager of  
WMAQ and WNBQ, NBC-owned stations in Chicago.

O'Brien formerly was assistant to Sjogren. O'Brien joined  
the National Broadcasting Company in June, 1952. He previously was  
with the Socony Vacuum Oil Corporation (1947-1952), in the comptroller's  
office. Earlier, he was with Trans World Airlines and with the firm  
of Hyland and Gregory, certified public accountants.

He was graduated from Fordham College in 1942 with a B.B.A.  
degree, and from Fordham University School of Law in 1948. He also  
attended the School of Advanced International Studies, Washington,  
D.C.; the Practicing Law Institute, New York, and the American Manage-  
ment Association.

During World War II, O'Brien served in the U.S. Army. He is  
a member of the Fordham University Alumni Association, New York Athle-  
tic Club, Delta Theta Phi Fraternity, American Legion, and the Nation-  
al Association of Cost Accountants. He is married, has two children,

and resides in Hackensack, N. J.





April 22, 1954

PLAN TO SUPPLY BOOKS TO SERVICE MEN AND  
VET HOSPITALS ANNOUNCED BY TED COTT

FOR RELEASE TUESDAY A.M., APRIL 27

"Operation Booklift," a plan to supply more than 4,000,000 books to American service men and women throughout the world and to veterans' hospitals within the next 52 weeks, was announced last night (Monday), by Ted Cott, Operating Vice President of the NBC Radio Network, who is national chairman of the drive.

The plan was announced at the sixth annual armed forces dinner of Brotherhood Temple Ohabei Shalom in Boston in honor of Senator Leverett Saltonstall, chairman of the Senate Armed Services Committee. Air Force Secretary Harold E. Talbott, principal speaker, and Senator Saltonstall both hailed the "Operation" as an "excellent, timely drive" and "a foolproof plan" to fill a great gap in the lives of service men and women.

Cott said the plan would be launched with an immediate delivery of 7,000 books to veterans' hospitals in the Boston area and pointed out: "Former drives seem to represent 'Operation Attic' instead of a true 'Operation Booklift'." "Well meaning people," the chairman said, "dusted off the shelves of such attic cold cuts as 'The French School of Flower Arranging' and 'Early American Hookrugs'."

(more)



"'Operation Booklift' provides brand new pocket-sized editions of current best sellers by well known cooperating publishers of Western, mystery, humor, sports and other books."

"'Operation Booklift' is the result of a joint effort by a group of 25 distinguished sponsors including Alben W. Barkley, Dale Carnegie, Wayne Richards of the Veterans of Foreign Wars, Pearl Buck, Edouard L. Cournand, Sylvia Porter, Anya Seton, James Street, Oscar Hammerstein II, Congressman J.K. Javits, Jackie Robinson and others to develop an easy means for organizations, companies, fraternities, clubs and individuals to supply their members and friends in service with the latest in reading material in quantity and at low cost."

Through arrangements with cooperating publishers and one of the largest distributors of pocket-sized editions, "kits" of 10 books each have been prepared for mailing to service installations and veterans' hospitals.

"If only a small percentage of the firms with boys and girls in service, or families with loved ones on duty in some remote corner of the world, would send one kit each," Cott said, "we will put more than 4,000,000 books in the barracks, on the ships and in the hospitals of our Army, Navy, Air Force and Marine Corps throughout the world within the next 52 weeks."

A person wishing to send a kit to a friend in the service need only supply the service man or woman's name, serial number and address. "Operation Booklift" handles packaging and mailing of each kit of ten books to any part of the world for one dollar. There is presently a selection of eight separate kits, so that any hospitalized veteran or service man receiving all eight kits would have acquired 80 different books for circulation among their buddies and shipmates.







PERSONAL APPEARANCES SET FOR NBC COMIC GEORGE GOBEL;  
TELEVISION SERIES PLANNED FOR FALL

Comedian George Gobel, who is under contract to NBC, will arrive in New York May 1 for conferences with network officials planning a comedy series for him in the Fall.

Gobel, who has been appearing at the Sahara in Las Vegas, will open at the Waldorf-Astoria in New York May 6 for a four-week engagement. He expects to play the Park Lane in Denver in June, the Mapes in Reno in July and the Palmer House in Chicago in August and September, before starting his NBC program.

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TED COTT WINS 'SHOW BUSINESS' AWARD  
FOR 'ARTISTRY AND MERIT'

Ted Cott, Operating Vice President of the NBC Radio Network was named winner of a 1954 "Artistry and Merit" award by the publication Show Business. ||

The announcement yesterday (April 21) by Leo Shull, publisher of Show Business, cited Cott for "outstanding merit in broadcasting."

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NBC-New York, 4/22/54





## COLOR TELEVISION NEWS

IMPRESARIO OLIVER J. DRAGON TO PRODUCE AND DIRECT 'KF&O'

VERSION OF 'HANSEL AND GRETEL' FOR NBC COLORCAST

KUKLA, FRAN AND OLLIE will present their own version of the classic tale, "Hansel and Gretel," on Sunday, May 9. The program will originate at NBC-TV's Colonial Theatre in New York City and will be telecast in compatible color from 5:30 to 6 p.m., EDT. It will be seen on existing sets in high-quality black and white.

This special production of KF&O's "Hansel and Gretel" follows their highly successful performance of "St. George and the Dragon," which has been both a color and black-and-white feature over the NBC-TV network and has been presented in concerts at Town Hall in New York, Symphony Hall in Boston and at the Civic Opera House in Chicago.

Impresario Oliver J. Dragon will not perform in this particular KF&O production, but instead will limit his talents to the production and direction of the opera. His colleagues, Kukla and Fran Allison, will portray the boy and girl title roles, respectively.

Kuklapolitan performer Buelah Witch has been prevailed upon to play the part of the witch, a role for which she was especially groomed by puppeteer Burr Tillstrom in 1945 and for which she became famous. As her original role of the witch was a comparatively minor one, it is assumed that it will be somewhat padded for this new version

(more)





of "Hansel and Gretel" in order to conform with Miss Witch's present advanced standing in the theatrical world.

Other credits for the production will include libretto by Burr Tillstrom, music by Jack Fascinato and costumes by Joe Lockwood, with Miss Allison's gowns to be supervised by costumer Dhu Wray. Beulah Zachary is producer of "Kukla, Fran and Ollie" and Lewis Gomavitz is director.

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NBC-New York, 4/22/54



NBC ASSIGNS NOTED REPORTERS AND CAMERAMEN FOR  
RADIO-TV COVERAGE OF GENEVA CONFERENCE

NBC Radio and TV will cover the significant Geneva conference scheduled to open on Monday, April 26.

The NBC Radio coverage will be handled by Robert McCormick, chief of the network's Bonn bureau, who will team up with Frank Bourgholtzer, Paris correspondent, and Dan MacAuliffe, correspondent in Switzerland.

Newsfilm operations will be in charge of Gary Stindt, NBC's chief cameraman in Germany, aided by lensmen who have been flown in from other points in Europe. They include Hank Toluzzi, noted roving cameraman-correspondent whose coverage of the African Mau Mau rebellion won wide praise, and Alan Blowery of the NBC London Bureau. They will be assisted by technical specialists from Germany. Toluzzi has already scored a newsfilm exclusive with a photo story on Russian headquarters in Geneva.

The conference, which will be attended by delegations from the United States, Great Britain, France, Soviet Russia, Communist China, Korea, Indo-China and others, has two major aims on its agenda. They include a Korean political settlement and a possible peace plan for Indo-China.

NBC Radio coverage will be heard on all regular newscasts, supplemented by remote pick-ups from Geneva, in which the correspondents will report on day-to-day developments. Newsfilms of the deliberations will be seen on TODAY (NBC-TV, 7-9 a.m., EDT and CDT) and CAMEL NEWS CARAVAN (NBC-TV, 7:45 p.m., EDT).

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NBC-New York, 4/22/54





NOTE TO EDITORS: THE FOLLOWING CREDITS ARE FOR YOUR  
CONVENIENCE IN REVIEWING

PROGRAM: THE MARCH OF MEDICINE

TIME: NBC-TV, Thursday, April 29 (10-10:30  
p.m., EDT)

SUBJECT: Arthritis and Rheumatism

SPONSORED AND PRODUCED BY: Smith, Kline & French Laboratories  
in cooperation with American Medical Association.

DESCRIPTION: Second in the new Spring series of  
telecasts direct from leading medical centers, the April 29 program will report on latest advances in the field of arthritis and rheumatism. Prominent medical authorities will review, in terms the public can understand, current research on the causes and treatment of these conditions.

PARTICIPANTS: Dr. Walter Bauer, Jackson professor of clinical medicine, Harvard Medical School, chief of Medical Services, Massachusetts General Hospital, Boston; Dr. Currier McEwen, dean of New York University College of Medicine; Dr. Morris Ziff, instructor in medicine, New York University College of Medicine; Maxwell Schubert, adjunct associate professor of chemistry, New York University College of Medicine; Dr. Joseph Bunim, clinical director, National Institute of Arthritis and Metabolic Diseases, Bethesda, Md.; Dr. Charles H. Slocomb, Mayo Clinic, Rochester, Minn.; Dr. Edward W. Lowman, assistant professor of physical medicine and rehabilitation, New York University College of Medicine. Patients also will participate.

NARRATOR: Ben Grauer

PRODUCER: Doris Ann

DIRECTOR: Charles Christensen

WRITER: Lou Hazam





# COLOR TELEVISION NEWS

NBC PRESIDENT WEAVER ADVISES ADVERTISERS TO START COLOR TV  
CAMPAIGNS THIS FALL AS 'THE MOST VITAL NEW FORCE'  
TO PROTECT AND INCREASE SHARE OF MARKET

- - -

Makes Major Address at AAAA Session

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White Sulphur Springs, W.Va., April 23 -- Color television  
is here -- this year -- ready to go to work for the alert advertiser.

And the company anxious to protect and increase its share  
of the market will start a campaign in color TV this Fall.

That was the strong advice offered ~~here this morning~~ by  
Sylvester L. Weaver, Jr., President of the National Broadcasting Com-  
pany, to the country's leading advertising executives. Mr. Weaver  
spoke at a television symposium at the annual meeting of the American  
Association of Advertising Agencies, being held at the Greenbrier  
Hotel *in White Sulphur Springs, W. Va.*

"When it comes to color television, this year, I have this  
counsel," he emphasized. "First, the color television campaign will  
determine the share-of-market of most consumer goods in color televi-  
sion homes, and this will start within this coming year.

"And to those companies which need effective advertising to  
survive (all package goods trademark brand items), the time to start  
color television is this Fall. And the place to get the money is

(more)







from management, as extra money to insure that the company learns how to use the most vital new force in its history, and at once."

Mr. Weaver also emphasized color television's importance to the firm whose success is based largely upon the spirit of its selling, dealer and distributor organization.

After noting that for clients of this type, color TV can make "new leaders before the year is out," he continued:

"Even the few thousand (color) sets now coming into the market are still enough to permit dealer color television demonstration meetings, and prospect color television parties, and other obvious demonstrations."

The NBC President pointed out that many companies will need color TV because they are expected to lead, and must lead the way into color or suffer lack of prestige. Others, he added, will see in color a way to excite their own overall organizations, to give them a chance at leadership that may have slipped out of their hands. //

Observing that television is "too great and too powerful to be shackled with chains of custom and usage from radio," Mr. Weaver called for TV to "serve all segments and all interests in our population."

There must be an overall program control that makes the rules in the interest of public service and all-segment population service," he said, and then stressed:

"This is the business of the networks."

"If our service dwindles, you will use less of it, or pay less for it," he said. "That's the end of your responsibility. . .

(more)

the management, we have money to invest in the company, but we

are not sure that we have the right people to do the job.

Mr. [Name] also emphasized the importance of the

the time that we have to spend on the project.

After noting that the clients of this type, color TV can

the new product before the year is out," he continued:

"Even the low demand (color) sets are coming into the

market and still enough to permit better television demonstra-

tion meetings, and prospect color television parties, and other char-

acteristics."

The [Name] President pointed out that many companies will need

color TV because they are expected to lead, and must lead the way into

the new world of business. Other, he added, will see in color

way to create their own overall organization, to give them a chance

to demonstrate that they have slipped out of their track.

Regarding the television as "too great and too powerful to

be handled with chains of command and usage from radio," Mr. [Name]

added that TV is "active all segments and all interests in our popula-

tion."

There will be an overall program control that will be the

also in the interest of public service and all-regional population

service," he said, and then continued:

"This is the business of the network."

All our services combined, you will see that of it, we say

and low it," he said. "That's the end of your responsibility."

it is not for you to take the blame if the mission of television is reduced from revolutionizing the individual's understanding of his world, as I believe color television should hold as its mission, to becoming a living room toy to keep the kids quiet."

Earlier in his speech, Mr. Weaver said that for television to be a great national service, its costs must be broadly distributed, its programming sold to respond to the many different needs of different advertisers.

"This need not rule out program sponsorship for the big companies who can divide up the time among their own products," he added, "but it does mean that the network must serve the same role for smaller advertisers."

NBC is doing this, he said, by the magazine concept.

"Whatever an advertiser wants for his program, that he can get on a national basis in color from NBC, no matter how big or how small his budget," Mr. Weaver said.

"All-night spectacles, five-second billboards, 365-day continuity, once-a-year explosions -- you name it, and we'll have it, in color."

The text of Mr. Weaver's address follows:

"This is a great occasion, because it is the birth of another revolution. This one is named color television, and most of you know something about it already. At least, some 36 agencies have already held color clinics, and demonstrations, and testing periods with NBC during our introductory year. We have produced with most of you most

(more)







of the shows on the NBC schedule, from simple ones like 'Ding Dong School' to complex ones like the 90-minute 'Show of Shows.' We have tested and done commercials with something over 200 products advertised on NBC. We have learned that the only difficult thing about color is the black and white picture, which most viewers will be watching, and NBC has had long experience in compatible color.

"Information about what we have learned is available to all of you. There's a folder at the door, in fact, with some information. But all we know is available to all of you. This includes production experience, designing and costuming and all other staging and lighting lore. It includes all we have learned about kinescoping, film characteristics for color filming needs. I do not wish to waste all of your time with specifics which each of you can get from NBC, nor do I wish to summarize that type of knowledge that we now have. In the few minutes available, I would like to make you think about color as a new force in television and in selling, because the advertising agencies of our economy have more influence than any other factor in the shaping of its future. Color in television brings reality to every home, creates a magic door out into the real world and the world of entertainment that is exactly the same as physically viewing the event in person. The power of television, and of color television, is so great that it creates a need for the whole new sense of dedication by all of us concerned with communications in modern society.

"Color, and the millions of homes that will add both color and black and white television, cannot help but mean increasing costs to use national television.

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"Five years ago, I stood in this very room to make my first talk to NBC affiliates, having just come from your business -- the agency field -- I evaluated the future of television from my client and agency experience, essentially as an advertising and marketing man. I told the stations that the patterns which had made them rich in radio broadcasting would fail in television, that they must unlearn their broadcast ritual if they were to develop television properly, for television was a communications instrument more important to mankind than the invention of type.

"This morning we again have a new force in our hands -- color television. But my 1949 questions and answers are good again for color television. These were the principal 1949 Greenbrier questions and I quote: 'First, how are our smaller clients going to afford to enter, and all our clients afford to stay in, television? How many advertisers are there who can pick up a tab for several million dollars on one advertising operation?'

"'Next, how can the small advertiser get into attractive, glamorous nighttime television that will reach virtually everyone with a set and their thirsty friends?'

"'How can we take the circulation risk out of television for agencies and clients? It was bad enough in radio to lay an egg, and have to settle for an under ten rating with a high cost show, but how can our backers survive the much higher cost of picking up a neat 2 Nielsen in television?'

"Will not the cost rise for color and more circulation necessarily continue the pattern that has served so many so well in black

(more)

Five years ago, I stood in this room to meet by first

his to the millions, saying, "I am here to meet you."

every field -- I envisioned the future of education from my place

of every generation, a generation of an education that would

I said the American people are entitled to know the truth

and the American people are entitled to know the truth

and the American people are entitled to know the truth

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and white television? Will not the insert-type programs like 'Today' and 'Home' be more attractive to more buyers? Is it not obvious that costs will rule out the alternate week sponsorship device for a whole category of budgets just as black and white TV costs ruled out the radio pattern of single sponsorship? And these changes are not being forced on the medium, except by the facts of economic life. If you want a great national television service, its costs must be broadly distributed, and the programming must be sold in a way that responds to the many different needs of the many different advertisers. This need not rule out program sponsorship for the big companies who can divide up the time among their own products, but it does mean that the network must serve the same role for smaller advertisers. All-night spectacles, five-second billboards, 365-day continuity, once-a-year explosion -- you name it and we'll have it, in color.

"The reason this subject is vital to you is simple. It is true today and will be truer in the future with color that the television campaign of an advertiser will determine his share of market in television homes. The so-called magazine concept merely means that one does not sponsor one program with all one's funds, but spends for those values one needs -- whether personal selling, blue chip association, highly visible advertising, tremendous frequency, or tremendous conversation-piece quality...whatever an advertiser wants for his program, that he can get on a national basis in color from NBC, no matter how big or how small his budget.

"From my first days at NBC, as my 1949 questions indicated, we built advertising values aimed at the whole range of national advertisers, even though we set up discounts and other incentives to

(more)

and with television will not be limited to the program. It is not  
at home, it is more attractive to most people. It is not obvious that  
costs will rise and the advertiser will not be able to pay for a whole  
category of products that are sold on radio and television. The  
radio pattern of advertising is changing. And these changes are not  
based on the nature of the product or the type of audience. It is  
not a great national television service, the costs must be fairly  
distributed, and the program must be sold in a way that  
to the many different needs of the many different advertisers. This  
and not only the program advertising but the big companies and  
side up the line among their own products, but it does mean that the  
advertiser must have the same role for smaller advertisers. All-  
night, five-second spots, 30-second spots, 15-second spots, 10-second spots,  
15-second spots -- you name it and we'll have it, in color.

"The reason this subject is vital to you is simple. It is  
not only and will be true in the future with color that the televi-  
sion campaign of an advertiser will determine his share of business. It  
is not only the so-called big-time companies which have been and  
not spend on program with all their funds, but spend for their  
share and needs -- whether national selling, local only or national.  
Only viable advertising, television, or television com-  
mercial spots. It is not only an advertiser's share for his program.  
and he can get as a national media in color from him, no matter how  
big or how small the market.

"From my first days at NBC, as my long experience indicates,  
a public advertising values since at the whole range of national  
advertising, even though we are in business and other agencies to



make the big advertisers as happy in television as in radio. We also built an operation in which no time would be sold in the old radio franchise sense, because we knew that programming had to be a far more incisive factor than in radio, for the simple reason that the great facilities advantages of 50 kilowatt clear channels did not exist.

"All major shows on NBC were multiple sponsored, the key pivots of the program schedule which reassured NBC program leadership.

"We started at NBC on the basis that any national advertiser should be our potential client, that we should devise patterns to take care of any and all advertising needs. We started also on the basis that every human being was our viewer, and that in addition to finding hits in the great entertainment categories of drama and comedy and extravaganza, etc., and in news and information shows, we should devise special television attractions to offer inducements for non-viewers to view.

"Because all advertisers must have it, and because it is equitable that they do have it, color television on a national basis will be available to them.

"Because it is vital that the power and influence of television be extended to our society, in all its segments, and with all its varied interests, so color television will be developed in a form that enables a network to offer program innovation, specialized programming and right-of-way scheduling. Only thus can we be sure that the instrument is not depressed to a toy status, a feeder of pale carbon copies, offensive to no one, and fighting for the larger share of the sets which a half of our people surrender themselves to, moving from channel to channel to find escape.

(more)





"When it comes to color television, this year, I have this counsel. First, the color television campaign will determine the share of market of most consumer goods in color television homes and this will start within this coming year, and to those companies which need effective advertising to survive (all package goods trademark brand items), the time to start color television is this Fall, and the place to get the money is from management as extra money to insure that the company learns how to use the most vital new force in its history, and at once.

"Second, if you have any clients whose success is largely dependent on the elan and spirit of its selling, dealer, and distributor organization, then color television can make new leaders before the year is out. For even the few thousand sets now coming into the market are still enough to permit dealer color television demonstration meetings, and prospect color television parties, and other obvious demonstrations. This kind of color power to sell goods NOW is part of the broader power of color as the new thing, the new talked about, exciting, all-interest-focusing conversation piece of the American scene. There are many companies who will need color because they are expected to lead and they must lead; and therefore they must be in color or suffer grave loss of standing and prestige within their own trade groups. There are many more companies who will see in color a way to excite their own overall organizations...to give them a chance at leadership which may have slipped out of their hands. So, I recommend that all major advertisers go to color with their present shows if they can get the facilities, this Fall, to learn and to insure their prestige as leaders. And I recommend using new selling punch right

(more)

There is much to be learned from this

method. First, the color television camera will determine the

color of each of the various parts in color television camera and

the will then select the color of the parts and the color of the

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now (selling with color even before color is a circulation factor), for those with new programming developed especially for color, and for the promotion possibilities of such special programming.

"We hope to have at least one such program a week from NBC, programmed on a once-a-month basis, replacing regular programming on a right-of-way premise...that television is too great and too powerful to be shackled with chains of custom and usage from radio. We must serve all segments and all interests in our population, and there must be an overall program control that makes the rules in the interest of public service and all-segment population service. This is the business of the networks. If our service dwindles, you will use less of it, or pay less for it. That's the end of your responsibility. If we cater to the heavy viewers with a flood of trivia, as accused in some quarters, we cannot look to you, or to the advertisers large or small, for your jobs are rightly defined by your interest -- the sale of the goods and services of your clients. It is not for you to take the blame if the mission of television is reduced from revolutionizing the individual's understanding of his world, as I believe color television should hold as its mission, to becoming a living room toy to keep the kids quiet.

"The kind of programming we will do in color this Fall will sell color sets just as our program innovations in 1949 and 1950 sold black and white sets. Color is here to stay, and it's very much later than you think."

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"We hope to have at least one such program a week from NBC, programmed on a once-a-month basis, replacing regular programming on a right-of-way premise...that television is too great and too powerful to be shackled with chains of custom and usage from radio. We must serve all segments and all interests in our population, and there must be an overall program control that makes the rules in the interest of public service and all-segment population service. This is the business of the networks. If our service dwindles, you will use less of it, or pay less for it. That's the end of your responsibility. If we cater to the heavy viewers with a flood of trivia, as accused in some quarters, we cannot look to you, or to the advertisers large or small, for your jobs are rightly defined by your interest -- the sale of the goods and services of your clients. It is not for you to take the blame if the mission of television is reduced from revolutionizing the individual's understanding of his world, as I believe color television should hold as its mission, to becoming a living room toy to keep the kids quiet.

"The kind of programming we will do in color this Fall will sell color sets just as our program innovations in 1949 and 1950 sold black and white sets. Color is here to stay, and it's very much later than you think."

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April 23, 1954

## PLYMOUTH TO SPONSOR SWAYZE NEWS SHOW

## ON FOUR MAY DATES

Plymouth Division, Chrysler Corporation has purchased four JOHN CAMERON SWAYZE news programs on behalf of Plymouth cars and trucks it was announced today by Fred Horton, director of sales for the NBC Radio Network.

The news programs, bought through N.W. Ayer & Sons agency, will be heard on Tuesdays, May 4 and 11, and on Thursdays, May 6 and 13 (9:30-9:35 p.m., EDT).

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## LIGGETT &amp; MYERS SIGNS FOR 20 NBC RADIO PARTICIPATIONS;

## PLYMOUTH DIVISION OF CHRYSLER TO SPONSOR 9 MORE

Twenty-nine participations were signed this week for sponsorship on the NBC Radio Network, it was announced by Fred Horton, director of sales for the NBC Radio Network. Twenty-six of the new participations are in NBC's Three Plan, two in ROADSHOW and one in WEEKEND.

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Twenty of the participations in Three Plan are for Liggett & Myers Tobacco Company on behalf of Chesterfield. They are scheduled on FIBBER McGEE AND MOLLY on Thursdays (10 p.m., EDT), with one each week starting July 1 for 13 weeks. Seven others have been scheduled on SECOND CHANCE every alternate Friday (11:45 a.m., EDT) starting July 2. The Liggett & Myers participations were placed by Cunningham & Walsh Advertising Inc.

Plymouth Division, Chrysler Corporation, purchased nine participations, six of which are in the THREE PLAN, in addition to the ROADSHOW and WEEKEND buys. The order is for one participation each on FIBBER McGEE AND MOLLY Mondays, May 3 and 10; Wednesdays, May 5 and 12, and Fridays, May 7 and 14 (10 p.m., EDT); for one participation each on ROADSHOW Saturdays, May 8 and 15 (2-6 p.m., EDT, WNBC carries 2-5 p.m., EDT, segments) and one on WEEKEND, Sunday, May 9 (4-6 p.m., EDT). N.W. Ayer and Sons, Inc., is the Agency for Plymouth.

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NBC-New York, 4/23/54





## COLOR TELEVISION NEWS

### COLOR KINESCOPE RECORDINGS OF NBC COLORCASTS SHOWN AT CONVENTION OF RADIO AND TV WOMEN BY BARRY WOOD

KANSAS CITY, April 23 -- Color kinescope recordings of National Broadcasting Company color programs were shown here today (April 23) to the convention of the American Women in Radio and Television.

The demonstration was conducted by Barry Wood, NBC executive producer in charge of color coordination, a featured speaker at the convention. The film was made up of representative segments of color TV programs produced by the network in the last few months. It was given theatre-style projection as a photographic sampling of NBC color programming.

Wood said that the color kinescope process was still in the development period, but that great progress had been made by NBC with the process in the last year and that it was already proving of use to the network.

Contrast between recordings made last year and recent ones underlined the rapid improvement in the process achieved by NBC technicians. The color kinescope recordings were photographed using 35 mm color negative film and the prints were made by optical reduction onto 16 mm color positive film.

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NBC-New York, 4/23/54





April 23, 1954

EIGHT-WEEK SERIES OF ORIGINAL PLAYS WITH MUSIC, STARRING  
GORDON MacRAE, TO BE OFFERED ON 'RAILROAD HOUR'

- - -

Lucille Norman and Nadine Conner to Be Guests

A series of original plays with music will be presented on NBC Radio's THE RAILROAD HOUR for eight weeks starting Monday, May 3 (8 p.m., EDT). The plays, for the third consecutive year, will be written by Lawrence and Lee, noted radio and theatre writing team, and prepared musically by Carmen Dragon and Norman Luboff.

Gordon MacRae stars in the series, and will have two guest stars -- Lucille Norman for six of the productions and Nadine Conner for two.

The May 3 show, titled "Birthday," will co-star MacRae with Miss Norman. "Birthday" tells about a young married couple and the birth of their first child, in a heartwarming story. Musical numbers included will be "It's a Wonderful World," "The Lord's Prayer," "Dwight David Eisenhower Smith," "Lullaby" (Brahms), "Our Love Is Here to Stay," "I'll Be Seeing You" and "Got to Sleep." Marvin Miller produces "The Railroad Hour."

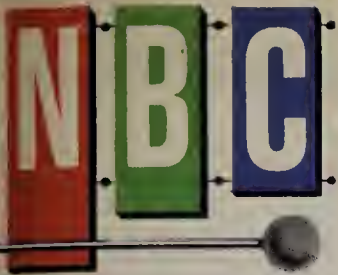
The outstanding presentations of regular musicals and originals that have been heard on this program for five years were recently honored with a "Showmanagement" citation from "Variety."

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April 25, 1954

THIRTY-SEVEN REPRINTS OF ORIGINAL PLAYS WITH SHORT, STANLEY  
BORDON READINGS, TO BE DISTRIBUTED ON 'REPRINTS' BASIS  
TO THE WOMEN AND MEN OF THE THEATRE

A series of original plays with short, Stanley  
BORDON READINGS, TO BE DISTRIBUTED ON 'REPRINTS' BASIS  
(10 E.M., 1954). The plays, for the first consecutive year, will be  
written by Lawrence and Paul, and will be distributed on  
and produced entirely by Stanley BORDON and Stanley BORDON.  
BORDON READINGS, TO BE DISTRIBUTED, AND WILL HAVE TWO PARTS  
PARTS - Stanley BORDON for all of the productions and Stanley BORDON  
for all.  
The first play, titled "BIRTHDAY", will be written by Stanley BORDON.  
Stanley BORDON, "BIRTHDAY", tells about a young married couple and the  
birth of their first child, in a heartwarming story. Stanley BORDON  
included with it "This is a wonderful story," "The first play."  
"BIRTHDAY" David BORDON and Stanley BORDON, "BIRTHDAY" (1954). The first is  
to be, "I'll be home for you and you'll be home." Stanley BORDON and  
Stanley BORDON.  
The following productions of original plays and Stanley BORDON  
will have been made by Stanley BORDON and Stanley BORDON.  
BORDON and Stanley BORDON, "BIRTHDAY" (1954).



# COLOR TELEVISION NEWS

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FIRST COLORCAST FROM NEW YORK'S METROPOLITAN MUSEUM  
OF ART SCHEDULED FOR MAY 8; FAMOUS PAINTINGS  
AND SCULPTURE WILL BE EXHIBITED

\*-----\*

The first color television broadcast from the Metropolitan Museum of Art in New York will be presented by NBC in RCA compatible color on Saturday, May 8 (3:30-4 p.m., EDT). The program will be seen on the nation's existing receivers in high quality black and white.

Plans for the special program from the Museum, which houses the most extensive collection of art in the Western hemisphere, were announced jointly today by Davidson Taylor, NBC director of public affairs, and Francis Henry Taylor, director of the Museum. Francis Henry Taylor and Ben Grauer of NBC will serve as guides on the TV visit to the Metropolitan, including some of its recently renovated galleries.

The object of the telecast will be to show viewers what the "new" Metropolitan Museum of Art looks like and to let them see some of the world's most famous paintings, sculpture and other art objects. The paintings and sculpture will be visible on television in color for the first time. The program will afford the first TV viewing of the renovated Museum and its new Grace Rainey Rogers Auditorium. The \$1,000,000 auditorium, seating 700 persons, will open to the public a few days after the NBC telecast. It will be used chiefly for public lectures, meetings, recitals and concerts of chamber music.

(more)







Robert Graff will be the program's producer and Craig Allen the director. Barry Wood, executive producer in charge of color coordination, has assigned Richard Day as color consultant on this production.

A three-year \$9,600,000 program of reconstruction and rehabilitation is now being completed at the Metropolitan. During the current year the Museum will return to public view some 7,500 works of art in 95 modernized galleries. Paintings to be seen on the telecast will be selected from the 700 masterpieces of European painting returned to public exhibition in 44 new galleries in January. Other works shown will be from the newly reopened galleries of Medieval and Renaissance sculpture and decorative art, from the galleries of Egyptian and Greek and Roman art, and from the collection of musical instruments.

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NBC-New York, 4/26/54



## NEW SCHEDULE FOR NBC COVERAGE OF SENATE HEARINGS

NBC has made the following announcement regarding its schedule for the television and radio coverage of this week's hearings before the Senate Permanent Investigations Subcommittee in Washington, D.C.:

"Beginning Monday, April 26, 1954, the NBC Television Network will present filmed 'highlights' of each day's hearing from 11:15 p.m. to 12 midnight, EDT, on a daily basis, in addition to the extensive coverage on its regular television news programs.

"The NBC Radio Network will continue its previously announced schedule of devoting daily the 12:30 p.m. to 3 p.m., EDT, periods to coverage of these hearings. In addition the Radio Network will present daily from 10:15 p.m. to 11 p.m., EDT, the 'highlights' of these hearings.

"As previously announced, the NBC Television Network covered 'live' the full sessions of the first two days of the hearings held before this committee in addition to its radio coverage.

"In order to render this public service, NBC cancelled commercial television programs regularly scheduled during these periods, involving a loss of revenue to NBC of more than \$125,000 for the two days."

Each day of the hearings, WNBC will carry the 10:15 p.m. to 11 p.m., EDT, recorded radio highlights, but not the daytime (network only) broadcast. WNBT will present the NBC Television Network filmed highlights 11:15 p.m. to 12 midnight, EDT, each day.

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NBC-New York, 4/26/54







# COLOR TELEVISION NEWS

## NBC COLOR TELECASTS FOR WEEK

(May 2 - 8)

MONDAY, MAY 3 - 8:30-9 p.m., EDT -- VOICE OF FIRESTONE - Concert music with Dorothy Warrenskjold, soprano, and Robert Rounseville, tenor. Howard Barlow conducts the orchestra.

FRIDAY, MAY 7 - 8-8:30 p.m., EDT -- DAVE GARROWAY SHOW - Music-variety program starring Dave Garroway, with comedian Cliff Norton, Jack Haskell and Jill Corey, vocalists.

SATURDAY, MAY 8 - 3:30-4 p.m., EDT -- A VISIT TO THE METROPOLITAN MUSEUM OF ART, NEW YORK -- A tour of the renovated galleries and a display of some of the world's most famous paintings and sculptures.

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NBC-New York, 4/26/54



RICHARD LINKROUM NAMED PRODUCER OF 'HOME' SERIES

FOLLOWING RESIGNATION OF JACK RAYEL

Richard Pinkham, executive producer of HOME and TODAY, has announced the resignation of Jack Rayel as producer of "Home." Richard Linkroum, formerly associate producer on the program, succeeds Rayel as producer, effective immediately.

In announcing Rayel's resignation, Pinkham stated: "The initiative comes entirely from Jack and we're sorry to see him go. He was borrowed from a management job in NBC's program department to get 'Home' on the air delivered on schedule under great difficulties. He chose and organized 'Home's' large magazine-trained staff and developed many of its program ideas. His contribution to the show cannot be overestimated."

Linkroum has served as radio director, program manager, producer and/or director of such programs as "Arthur Godfrey and His Friends" and the Jack Benny and Alan Young shows.

John Green, formerly senior unit manager on "Home," will move up as associate producer and Carl Lindemann who has been the associate producer on the "Kate Smith Hour," will succeed Green as unit manager on "Home."

Other changes in the production staff of "Home" will place Jack Fuller, formerly the leisure time activities editor, in charge of special projects. Fuller is a TV script writer, Broadway playwright, magazine writer, literary reader and fiction critic and former program sales coordinator for NBC. He will be assisted by Beryl Pfizer.

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WILLIAM LINDHOLM, EXECUTIVE DIRECTOR OF THE NATIONAL  
HOLLOWAY FOUNDATION, IS DEAD

Richard Lindholm, executive director of the National  
Holloway Foundation, is dead. The foundation, which  
was founded in 1954, is a non-profit organization  
dedicated to the study of the history of the  
Holloway family.

In announcing Lindholm's death, the foundation  
said that Lindholm had been a member of the  
foundation since its inception. Lindholm was  
born in 1914 and died in 1984. He was a  
member of the foundation's board of directors  
and was instrumental in the foundation's  
growth. Lindholm was a member of the  
foundation's executive committee and was  
responsible for the foundation's financial  
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Other changes in the foundation's staff  
were announced. The foundation's executive  
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Richard Lindholm, is dead.



THREE CLIENTS ORDER 65 'TODAY' PARTICIPATIONS

Orders from three clients for a total of 65 participations have been announced for NBC-TV's early morning news and special events program TODAY.

Wynn Oil Company of Azusa, Calif., ordered 52 participations, beginning June 1 and continuing for 52 weeks, for Wynn's friction proofing. The order was placed through Batten, Barton, Durstine & Osborn Inc.

Diamond Crystal Salt Company of St. Clair, Mich., ordered 12 participations, beginning May 6 and continuing for eight weeks, through Benton & Bowles Inc.

Bymart-Tintair Inc. of New York, ordered one participation on May 10 for its product, Tintair, through Erwin, Wasey & Company Inc.

"Today" stars Dave Garroway and is seen Monday-through-Friday from 7 to 9 a.m., EDT and CDT.

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WADE ARNOLD TO TALK ON 'THE ENDLESS FRONTIER'

Wade Arnold, NBC producer, will deliver a talk on heart disease at a public meeting sponsored by the Greater Miami (Fla.) Heart Association on April 29. The talk, titled "The Endless Frontier," will be part of a three-day symposium on heart disease to be held in Miami's Bayfront Auditorium.

Arnold was the winner of the American Heart Association's first annual Howard W. Blakeslee Award of \$1,000 last year for his writing and production of an NBC Radio documentary on heart disease.

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CREDITS FOR NBC-TV'S 'TRUTH OR CONSEQUENCES'

PROGRAM: TRUTH OR CONSEQUENCES  
TIME: NBC-TV, Tuesdays, 10 p.m.,  
EDT  
STARTING DATE: Tuesday, May 18  
EMCEE-HOST: Jack Bailey  
EXECUTIVE PRODUCER: Ralph Edwards  
PRODUCER: Ed Bailey  
WRITERS: Phil Davis, Mort Lach and  
Cal Howard  
SPONSOR: P. Lorillard Co. for Old  
Gold Cigarettes  
AGENCY: Lennen and Newell, Inc.  
POINT OF ORIGINATION: Hollywood  
FORMAT: Comedy quiz and stunt  
show

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## TRADE NEWS

April 28, 1954

'COKE TIME WITH EDDIE FISHER' RENEWED FOR 1954-1955;

CURRENT SEASON EXTENDED 9 WEEKS, THROUGH JUNE 25

NBC-TV's COKE TIME STARRING EDDIE FISHER (Wednesdays and Fridays, 7:30-7:45 p.m., EDT), has been extended for an additional nine weeks -- through June 25 -- and renewed for the 1954-1955 season, beginning August 25.

D'Arcy Advertising Company is the agency for the 'Coke Time' sponsor, the Coca-Cola Company.

"Coke Time," which recently observed its first anniversary, is seen twice weekly in 101 cities by an estimated 17,000,000 viewers.

Since his discharge from the Army a year ago, Fisher has skyrocketed to success as one of the nation's favorite popular singers. His records for RCA Victor are among the all-time best sellers. Fisher this past year has received three gold records for discs that sold more than 1,000,000 copies: "Oh, My Papa," "Any Time" and "I'm Walking Behind You."

This first year back in showbusiness has been memorable in many ways for the 25-year-old Philadelphia youth. A high point was the opportunity on two occasions to entertain President Eisenhower.

Last Christmas Eddie flew to Europe to entertain GIs. In 10 days he visited four countries -- Great Britain, Germany, Italy and France.

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## COLOR TELEVISION NEWS

WINCHELL AND MAHONEY ARE GUESTS ON 'GARROWAY SHOW' COLORCAST;

CIRCUS SEQUENCE IS ONE OF THE SPECIAL PROGRAM HIGHLIGHTS

Paul Winchell and his sidekick Jerry Mahoney will be the guest stars on THE DAVE GARROWAY SHOW Friday, May 7 (8-8:30 p.m., EDT, NBC-TV). The telecast of this date will be presented in RCA compatible color, and will be available on the nation's existing receivers in high quality black and white.

Speaking of color, one of the most colorful spectacles in the world -- the circus -- will serve as theme for a number including the entire Garroway cast. The Big Top will be the background for "Great Day."

"Ringmaster" for the entire half-hour colorcast will be genial emcee Garroway.

Jill Corey will be heard in "My Cutie's Due at Two to Two Today," thereby bringing a pang of nostalgia to Parker Gibbs of the Garroway production staff. Gibbs recorded the song some 20 years ago when he was one of the hottest novelty vocalists in the business, singing with the Ted Weems band. The song was a sequel to his rendition of "Piccolo Pete." Jill will sing the song in a "turn of the century" setting.

Another feature of the show will be a dance, "Blue Scarecrow," worked out by non-dancing producer Charlie Andrews. It concerns a scarecrow (Ken Spaulding) who attempts to frighten a crow (Diane Sinclair) from the cornfield, but who becomes so enamored of her he decides to feed her instead.

Vocalist Shirley Harmer will offer "I Speak to the Stars" in a penthouse setting.

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NBC-New York, 4/28/54







April 28, 1954

ALL-STAR CAST SUPPORTS EDGAR BERGEN AND CHARLIE MCCARTHY  
IN 'KRAFT TV THEATRE' PRODUCTION OF 'ALICE IN WONDERLAND'

An all-star cast has been assembled for leading roles in "Alice in Wonderland," Lewis Carroll's 19th Century classic which KRAFT TELEVISION THEATRE will present as its seventh anniversary program on NBC-TV Wednesday, May 5 (9 p.m., EDT).

Led by Edgar Bergen and Charlie McCarthy as narrators and commentators, and Robin Morgan as Alice, the roster will include Art Carney (as the Mad Hatter), Bobby Clark (King of Hearts), James Barton (Mock Turtle), Joey Walsh (White Rabbit), Arthur Treacher (Cheshire Cat), Ernest Truex (White Knight), Cliff Hall (Ugly Duchess), Arnold Moss (Red Knight), Una O'Connor (Cook), Blanche Yurka (Queen of Hearts), Chandler Cowles (Caterpillar) and Fredd Wayne (March Hare).

Bergen and McCarthy will be closely integrated into the television adaptation. Like Alice, Bergen succumbs to the temptation to try the bottle labeled "Drink Me," which reduces them to the size of pygmies. Charlie McCarthy is already small-size and needs no further shrinking. Thus they are able to follow Alice through the tiny door on one of the most delightful journeys ever taken into the world of make-believe.

Maury Holland will produce and direct the TV play adapted by Jack Roche. Duane McKinney is the designer.

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Page 101

ALL-STAR CAST WITH LINDA LUCAS AND LINDA LUCAS  
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REPORTER MAGAZINE ARTICLE LAUDS NBC RADIO DOCUMENTARY  
AND ADVANCES IN NETWORK'S COLOR TV PRESENTATIONS

A tribute to the NBC Radio documentary on Malaya -- "War Without End," which was broadcast Saturday, April 10, is paid by Manya Mannes in the current issue of Reporter Magazine. The article also praises NBC-TV colorcasts.

Writing of the "enchantment of color" in television, Miss Mannes extols what she calls "this heightening of sight." Concerning the NBC Radio documentary dealing with Malaya, she holds that its effectiveness was such that neither television nor color could have added anything to it.

"Aside from the brief and highly pertinent interpolations of commentator Irving R. Levine," Miss Mannes writes, "it consisted solely of the voices of those most deeply involved. \*\*\*"I wish that members of the Cabinet and Congress could have heard this deeply impressive moment of a 'limited war.'"

Regarding color television, Miss Mannes writes: "Even the advent of movie color was at first jarring, largely because the process was imperfect and the colors crude and unfaithful. But with TV the story is quite different. Color -- the new element -- is wholly desirable. This is primarily due to the fact that the RCA method used by NBC in opera, variety, and documentary programs is so close to perfection that the television screen, small as it is, seems now a window open to the world of senses and not to a studio."

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NBC-New York, 4/28/54







CAST AND CREDITS FOR OPERA 'SALOME' ON NBC-TV

Richard Strauss' opera "Salome," in a new English version, will be the eighth and final production of the NBC Television Opera Theatre's 1953-54 season Saturday, May 8 (NBC-TV, 4-5:30 p.m., EDT). The original German libretto of the opera was an almost complete translation of Oscar Wilde's play of the same title.

Following are the cast and credits:

Salome.....	Elaine Malbin
Herodias.....	Lorna Sydney
Herod.....	Andrew McKinley
Jokanaan (singer).....	Norman Atkins
Jokanaan (actor).....	John Cassavetes
Narraboth.....	Davis Cunningham
Page (singer).....	Carol Jones
Page (actor).....	Sal Mineo
First Jew.....	Nathaniel Schub
Second Jew.....	Robert Holland
Third Jew.....	Howard Fried
Fourth Jew.....	David Williams
Fifth Jew.....	Sigmund Mezey
First Nazarene.....	Lee Cass
Second Nazarene.....	William Lewis
First Soldier.....	Kalen Kermoyan
Second Soldier.....	Robert Leffler
Cappadocian.....	Francis Monachino
Dancer.....	Carmen Gutierrez
King's Servant.....	John Johnson

CONDUCTOR.....PETER HERMAN ADLER

Producer.....	Samuel Chotzinoff
Music and Artistic Dir.	Peter Herman Adler
Associate Producer.....	Charles Polacheck
Director.....	Kirk Browning
English Version.....	Charles Polacheck and NBC Opera Dept.
Choreography.....	John Butler
Production Designed by..	William Molyneux
Costumes.....	John Boxer
Assistant Conductor.....	Felix Popper

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NBC-New York, 4/29/54

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**SUBJECT** .....

The following information is being furnished to you for your information only. It is not intended to be used for any other purpose. It is not to be distributed outside your organization. It is not to be used for any other purpose. It is not to be distributed outside your organization. It is not to be used for any other purpose. It is not to be distributed outside your organization.

CREDITS FOR 'ALICE IN WONDERLAND' MARKING SEVENTH  
ANNIVERSARY OF 'KRAFT TELEVISION THEATRE'

PROGRAM: KRAFT TELEVISION THEATRE

TIME: NBC-TV, Wednesday, May 5, 9 p.m., EDT

PLAY: "Alice in Wonderland"

ADAPTED BY: Jack Roche (from the book by Lewis Carroll)

CAST:

Edgar Bergen and Charlie McCarthy	
Alice.....	Robin Morgan
King of Hearts.....	Bobby Clark
Mad Hatter.....	Art Carney
Mock Turtle.....	James Barton
Red Knight.....	Arnold Moss
White Knight.....	Ernest Truex
Queen of Hearts.....	Blanche Yurka
White Rabbit.....	Joey Walsh
Cheshire Cat.....	Arthur Treacher
Cook.....	Una O'Connor
March Hare.....	Fredd Wayne
Dormouse.....	Joe E. Marks
Ugly Duchess.....	Cliff Hall
Caterpillar.....	Chandler Cowles
Knave of Hearts.....	Paul Newman
Frog Footman.....	Malcolm Beggs
Fish Footman.....	Jerome Kilty
Tweedledee.....	Iggy Wolfington
Tweedledum.....	Carl White

PRODUCER-DIRECTOR: Maury Holland

DESIGNER: Duane McKinney

Ed Herlihy

SPONSOR: Kraft Foods Co.

AGENCY: J. Walter Thompson Company

ORIGINATION: Live from New York

STARTING DATE OF 'KRAFT  
TELEVISION THEATRE' ON  
NBC-TV: May 7, 1947

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# NBC

## TRADE NEWS

6K April 30, 1954

### BIRMINGHAM STATIONS WABT (TV), WAPI (RADIO), WAFM (FM) SIGN AFFILIATION AGREEMENTS WITH NBC

Stations WABT, WAPI and WAFM--television, radio and FM respectively, in Birmingham, Ala.--have signed affiliation agreements with the National Broadcasting Company. The announcement was made ~~today~~ by Harry Bannister, NBC Vice President in charge of Station Relations and Henry P. Johnston, President and Managing Director of The Television Corporation. The stations are dropping their CBS affiliations. //

The licensee for the three stations is The Television Corporation, which is owned by The Birmingham News Company.

"We are delighted to again affiliate ourselves with the National Broadcasting Company whose outstanding entertainment, news and informational programs will now become available to our audience," said Johnston. "The nation's oldest network, NBC, and WAPI, Alabama's oldest radio station were once affiliated for ten years and we are looking forward to the renewal of that association."

"NBC's programming plans which will bring to the television screen new formats and new stars and a series of highly budgeted 'spectaculars,' will provide added enjoyment and entertainment to our audience. We will also be associated with the

(more)



network which pioneered in color television, thus making it possible for color reception to be a reality in Birmingham in the very near future. In preparation for this event, we have ordered color television transmitting equipment so as to be ready for the day when color television comes to Alabama."

Bannister said: "We welcome these new affiliations in a vigorously growing top Southern market into our family of stations. Both WAPI, which went on the air in 1922, and with which we once before enjoyed a close association, and WABT, which began operations July 1, 1949, are real pioneers in the broadcasting business and have developed loyal and enthusiastic audiences."

It is expected that WABT, WAPI and WAFM will commence broadcasting the NBC program schedule July 4, 1954, Bannister said. Arrangements are being concluded for termination of the present CBS affiliation.

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NBC-New York, 4/30/54





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AMERICAN SHAKESPEAREAN GROUP AWARDS MEDALLION TO  
'HALL OF FAME' SPONSOR FOR 'RICHARD II' TELECAST

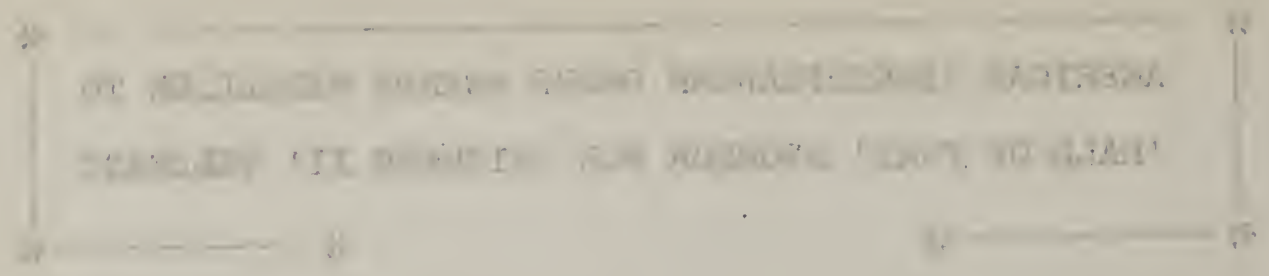
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The American Shakespeare Festival Theatre and Academy presented an award in the form of a medallion to Joyce C. Hall, president of Hallmark Cards, Incorporated, "for distinguished service to Shakespeare," at a luncheon yesterday (Thursday, April 29) commemorating the 390th anniversary of the Bard's birth. The presentation was made at the Waldorf-Astoria Hotel in New York.

The medallion, presented by Lewis W. Douglas, former ambassador to Great Britain and national chairman of the Shakespeare organization, and Deborah Kerr, actress, was accepted for Hall by an official of the company, D.M. Gray. The inscribed citation read: "For sponsoring a distinguished performance by Maurice Evans in 'King Richard II' on NBC-TV, and making the kinescope available to the schools of the country."

The Evans production of the classic was seen on HALLMARK HALL OF FAME on Jan. 24 of this year in a special two-hour version which won wide critical acclaim. "Hallmark Hall of Fame" also presented Evans in his TV debut last year as "Hamlet." The popular dramatic series is seen each Sunday at 5 p.m., EDT. Albert McCleery is producer-director.

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April 30, 1954

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COMEDY-QUIZ, 'YOUR LUCKY STARS,' TO BE SATURDAY NIGHT  
FEATURE ON NBC-TV, WITH BILL CULLEN AS EMCEE

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YOUR LUCKY STARS, a comedy-quiz program with Bill Cullen as emcee and featuring filmed highlights from current motion picture hits, will start on the NBC-TV network Saturday, May 15 (8 to 8:30 p.m., EDT).

Each Saturday three pairs of contestants will strive to win up to \$300 and a chance to try for the \$500 Bank Night Bonus. After a brief interview, Cullen will ask two contestants, competing as a team, questions based on the highlight movie scene they have just viewed. If one is correct and the other wrong, they win \$50 and can remain in the game. If both are correct, they win \$100. If neither answers correctly, they are eliminated.

The Bank Night Bonus is a single question based on a brief filmed scene which the studio and viewing audience can both see and hear, but which the contestants can only hear. The winners of the preliminary competition compete for this prize and are allowed only one answer to identify the voice of the star. If they are unsuccessful, the bonus will be carried over to the following week.

(more)







2 - 'Your Lucky Stars'

Bill Cullen is one of the most popular, and busiest, personalities in radio and television. He is heard on two NBC Radio programs, "Roadshow" and "Walk a Mile."

"Your Lucky Stars" was seen last Summer on another network and received excellent reviews by television critics. Pictures from which highlights were used included such hits as "Shane," "Stalag 17," "High Noon," "From Here to Eternity" and "Moulin Rouge." The program is produced by Masterson, Reddy and Nelson.

"Your Lucky Stars" will take the time spot now filled by the "Spike Jones Show."

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NBC-New York, 4/30/54

and called it one of the most popular, and best, programs  
in the history of radio and television. He is known on the radio program  
"Your Lucky Stars" and "What a Wife."

"Your Lucky Stars" was even last season on another network  
and received excellent reviews by television critics. Television  
shows which were used included some of the "Stars," "Judy's,"  
"The Show," "The Show is a Show," and "The Show is a Show." The program  
produced by television, radio and film.  
"Your Lucky Stars" will have the time slot now filled by the  
show "The Show."

101-100 Your, 1/2/34